The REPORTER of Direct Mail Advertising

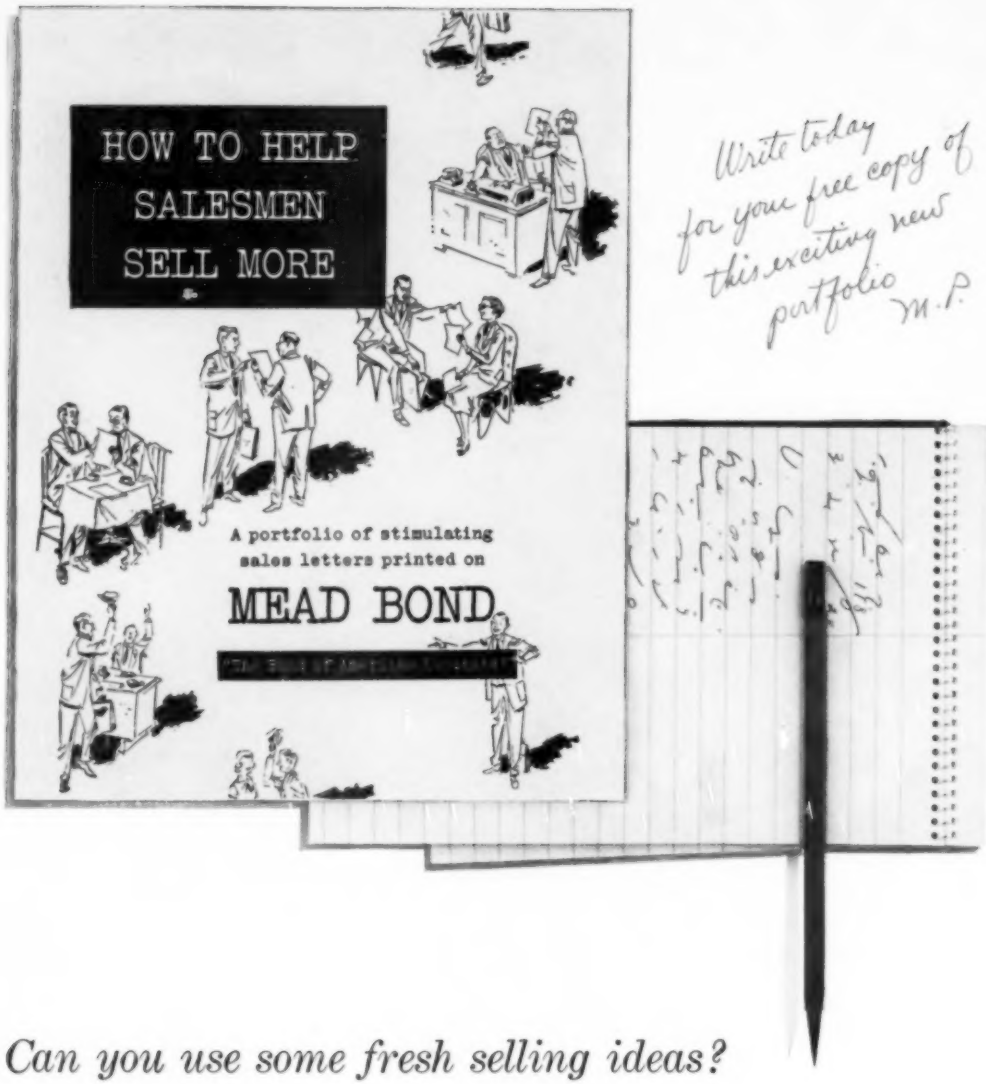
SALUTE TO A

CRUSADER FOR BETTER COPY

see page 3

DECEMBER 1954





Can you use some fresh selling ideas?

If you're a sales-minded executive who is too busy to write sales letters, send for Mead's brand-new portfolio.

The portfolio contains a series of provocative, stimulating selling ideas. All of them are yours to use. Paraphrase them as you see fit, send them out over your signature, and we'll warrant your salesmen will respond hearteningly—and thank you for it.

In the same portfolio, Mead presents 12 fresh letterhead designs. With your printer, you can work out countless variations of any one of them until you hit on a personality for your firm, and a face-lift for your business stationery.

These letters are printed on crisp Mead Bond—watermarked for your protection. We think the visual snap and clarity of the printing job speak volumes for the paper, its quality, its versatility. Write us today on your business stationery for this exciting new portfolio. Use the letters, and while you're at it, have them printed on Mead Bond—"The Bond of American Business."

THE MEAD CORPORATION

"Paper Makers to America"

Sales Offices: The Mead Sales Company, 118 W. First Street, Dayton 2
New York, Chicago, Boston, Philadelphia, Atlanta

MEAD *papers*

The Reporter of DIRECT MAIL ADVERTISING

224 Seventh Street, Garden City, N.Y. Pioneer 6-1837

THE ONLY MAGAZINE DEVOTED EXCLUSIVELY TO DIRECT MAIL

Volume 17 Number 8 December, 1954

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The Reporter of Direct Mail Advertising is published monthly by Henry Hoke, publisher, at Garden City, New York. Subscription price is $6.00 a year. Re-entered as second class matter at Post Office at Garden City, New York, under the act of March 3, 1897. Copyright 1954 by Henry Hoke. Western Sales Office: H. L. Mitchell & Associates, 3087 Saturn Avenue, Huntington Park, California, Lafayette 4668.

The Reporter is independently owned and operated. But in addition to thousands of regular subscribers, all Members of the Direct Mail Advertising Association receive The Reporter as part of the Association service. A portion of their annual dues pays for the subscription.

COVER STORY

SALUTE TO A CRUSADER FOR BETTER COPY

The man on our cover has been a crusader for *better copy* these many years. He has plugged for more *copy discussions* at conventions. He's making some progress because the convention copy sessions and the copy tables at "Circles of Information" are jammed to the gills with enthusiastic followers.

Watching this interest grow, your reporter has decided to inaugurate, starting with January, a monthly "Copy Clinic." And Orville (Bus) Reed of Howell, Michigan, will conduct it.

During the months to come, we'll keep hammering on all the points which should be considered in writing good direct mail copy; we'll take occasional "cracks" at bad copy; and we'll attempt to give friendly analysis of copy sent to us for that purpose (if the writers don't mind public discussion . . . and if the material is of general interest or proves a point).

So that you can know the Copy Clinic conductor better . . . here are some of the background highlights of this frank-spoken character:

Bus was born and raised in a small town (Terra Alta, W. Va.,—population 1,000), studied advertising at New York University; had hitches at the University of Michigan and West Virginia University. Worked as a kid in his father's country newspaper (*The Preston Republican*) as devil, reporter, typesetter, pressman, make-up man and press feeder. He has been, among other things, a soda jerk, house-to-house salesman, teacher in summer school, amateur actor, farm hand and advertising writer.

He weighed thirteen pounds at birth (computed on sugar scales by the country doctor), and has added to that good start by building it up to 255 (in spite of an occupational ulcer). He has been six-feet-three-inches tall since high school days. Hates stuffed shirts; thinks committee meetings and most radio comics a bore.

Before starting his own advertising business, he worked in the advertising department of Mergenthaler Linotype Co. in New York; was sales promotion manager of Roach Reid Co. (Ediphone distributors), Cleveland; was advertising manager of Matthews Engineering Co., Sandusky, Ohio; city sales manager, R. L. Polk & Co., Detroit; president, Reed-Standish (lettershop); sales promotion manager, Wolf-Detroit Envelope and Cadillac Lithographing Co.



when the job is LARGE
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Lemarge . . . the finest mechanically equipped mailing service in the Middle West producing all types of jobs at low cost.

Lemarge . . . a battery of modern automatic inserting machines turning out over half a million pieces a day.

Lemarge . . . specializing in speedy premium handling and mailing and low cost typewriter addressing.



Write or phone for details!

the LEMARGE company

417 S. Jefferson Street
Chicago 7, Illinois
Phone: HArrison 7-1030

In 1942 Bus got tired of the big city tempo and moved out to Howell, Mich., with his typewriter, a lot of white paper, his wife Mary, a daughter and a dog. He settled himself behind the typewriter, inserted innumerable sheets of the paper, and started writing direct mail letters, house organs, booklets and whatnot for clients scattered from Pittsburgh to Denver, Chicago, Detroit, Lansing, Wichita, and whistle stops in between.

He writes direct mail copy for many types of business, particularly those which have sales forces, and who see the necessity for direct mail to support the work of salesmen, to keep contacts alive between salesmen's calls, to dig up new prospects, to get inquiries and build good will among customers and prospects. Plenty of mail order stuff, too. He draws many of the cartoons used in the direct mail he writes.

He has never made a "cold turkey" call on a prospect for his services. He takes his own medicine and creates inquiries by the consistent month after month use of his own product . . . Direct Mail Advertising. He edits a postal card house organ known as *IMP*, the World's Smallest House Organ, which he has issued every month since May 1940.

He believes that advertising, to be successful, must maintain a *continuous contact* with customers and prospects, using well-written, interesting copy, which gives the reader something for the time he spends reading it. He thinks that most advertisers talk too much about how good they are and not enough about how the reader can profit or get more joy out of life by using the product or service advertised.

That's the kind of a fellow who stirs up a fuss occasionally in crusading for more C-O-P-Y sessions at conventions. But he's not always *tough*.

Occasionally writes light verse which has appeared in numerous national and trade publications. One book, *It Could Be Verse*, was published by Dorrance & Company in 1945.

Away from business, Bus has a few pet hobbies. He likes cribbage, prize fights, the theatre; favors Gilbert and Sullivan and Margaret Sullavan; Irving Berlin, Victor Herbert and Franz Laher's music; wears bow ties exclusively, of which he has more than 200; likes to fish, and can sit in a boat hour after hour without getting a nibble and not getting bored.

Our salute to Bus Reed ends with the promise that you'll be hearing more about *Reed-able* C-O-P-Y in 1955. In the meantime, you can make a good start on the subject with this issue . . . by reading the advice below and then turning to page 13.

HOW TO TEST YOUR OWN COPY

Reporter's Note: We found the excellent advice under this heading in the always good house bulletin Mailway, published by The St. John Associates, Inc., 75 W. 45th St., New York City. Author's name not given . . . but we suspect the source. Well worth reading . . . and remembering.

Someday, someone's going to come up with a gadget that will make him richer than an account executive. For one fine day some advertising mind is going to invent a copy thermometer that can tell him when a piece of advertising writing is hot, cold or merely indifferent.

When you think of it, that's what's needed in the direct mail business today — some handy little device that will tell you whether your copy is really good before you've spent even a dime on testing, producing or mailing it out.

After all, most copy never *does* get tested beforehand! Only the big book clubs, mail order houses and magazines can afford such wide scale testing of lists, copy, etc. Most of us write a sales letter . . . a folder . . . and *hope* the appeal and the pace are right. But we'd welcome anything that would back up our hunches.

Well, we'd like to offer what we call the "Poor Man's Guide to Copy Appraisal" — a reasonably infallible method of evaluating what you write before it's too late to change it. It's a simple system that stands up under pressure (and practice) — and while it won't guarantee you a 100% return on all your direct mail efforts (if it does, please let us know) it will help you to avoid that nightmare of all advertisers, the complete bust!

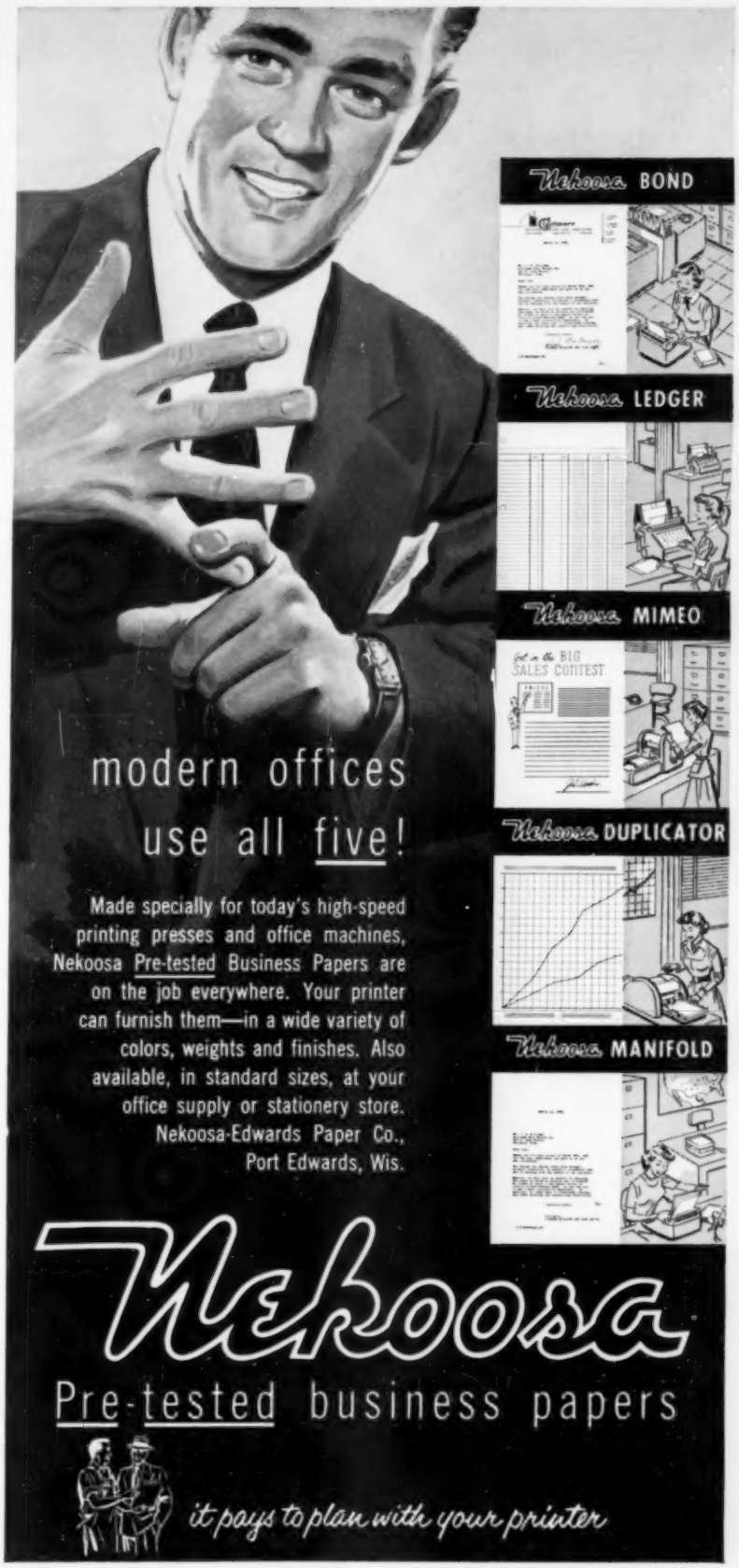
Element No. 1—This step is taken before you peck out your opening line. Instead of dashing off the first piece of hallowed prose that occurs to you, sit back for a long moment and ask yourself: "What do I *really* mean to say to this person?" Too many letters get mailed that have no real message at all, and it's no reflection on your own literary talents when you find it impossible to write persuasive copy about a theme that doesn't even exist. When you're sure *why* you are writing, the writing falls into place easily and naturally.

Element No. 2—When you've whipped off that very cordial closing and find yourself feeling quite satisfied, then take off your shoes (well figuratively at least) and slip into those of the man who *gets* your letter. Now—if your copy still makes sense, if it seems credible, if it offers this "other you" some plausible reasons for reading it — then you've written a piece of copy that's close to being right. For your job is to make sure that the reader *understands* what you already *know*. After all, the writer of a letter has the advantage over the recipient since he knows what he means to say. And if your copy says what it means, the battle is won.

Element No. 3—Now sometimes your copy hits the high note from start to finish. You sense the spirit of it . . . you feel its personality and warmth . . . you are sure of it! Then don't put another edit touch to it! But, more often than not, you sense there's something missing — maybe the lead is false, or your analogies miss the mark, or your arguments all turn inward, or you sound smug. The basic score is right, but your timing is off. Then, do yourself a favor: put the copy aside, go home and forget about it until the next morning. One of two things will happen: you'll see in a flash what was holding back the idea and spirit (and so will correct it) *or* your inadequate attempt will look even worse in the light of a new day (and you'll throw it out and start over again).

Element No. 4—This method, of course, takes more courage than all the others, and is often a cure more shattering than the illness. It is what gives agency copywriters ulcers and hypertension — and even the most casual writer a severe case of jitters. It has ruined marriages and destroyed lifelong friendships. What *is* this gesture? Simply to hand your masterpiece to some frank (but fair) associates and ask for their comments! If you can weather the occasional sandblasts, you'd be pleasantly surprised how much valuable, constructive criticism you'll find!

We sincerely hope this check list will bring some of your future copy more readily into port. But if you find these strictures too much to bear, then there's one other way out: dig up someone *else* to write the piece so you can sit back and comment on *his* efforts when he brings them in, however diffidently.



The inside story of the list business #27

At the Direct Mail Convention this year, one of the leading practitioners of the mail order business talked about one of our pet theories . . . how to get the most out of your mailing list.

The speaker was Dave Margulies, President of Around-the-World Shoppers Club. Dave has always been a big believer in direct mail and is one of the most knowing users of lists in the field. Yet even he admitted that he had not perhaps been getting as much business from the use of his own list as he should be.

He had been stimulated into even greater effort by participating in a course on finance at Northwestern University called "How a Company Can Get the Most Out of its Present Assets." Those attending the course were presidents of companies selling everything from airplanes to zithers. Their minds were running to the best ways to use cash assets, accounts receivable, inventory, machinery, equipment and stock. Dave's, of course, was on his mailing list, and this was what he said:

"Today the mail order business is bigger and more firmly entrenched in our economy than ever before. Now, what is it that has allowed the mail order business to grow? Amongst other things it has been the intelligent use of our mailing lists. The treatment which we have given to our customers, who represent the sum total of our good will. But it is just as sure that there still is even greater opportunity ahead. There isn't one company represented here that cannot make better use of its mailing lists than it is now making — and that includes me!

"In the Around-the-World Shoppers Club we are doing, I think, all of the usual things. We continually try for renewals and extensions of membership periods. We try all the member-get-a-member schemes we can think of. We make special mailings to members offering memberships as Christmas gifts, birthday gifts, etc. We offer additional units of regular gifts at much higher than our regular membership prices. Yet with all our mailing activities we feel that we have hardly scratched the surface of our list possibilities. In my own mind I am convinced that the more frequently you mail your own list, the better acquainted your customers become with you, and as long as you can mail profitably you shouldn't worry about the frequency.

"As in every business, overhead is a relentless enemy of profits. With the same help, with the same light, heat and power, with the same executive supervision, most of us could do twice the number of mailings over our own lists that we do now. Certainly there can be no real objection to comprehensive and continuous testing of dozens of propositions, for if only one thing we do is profitable, we really have something to work on. When people get a lot of mail from you, they know you mean business. They know you expect an order from them. But if you let them forget you by not mailing to them, believe me, *they will!*

"The lack of use of our lists helps to make them obsolete. By more frequent use of our lists we will keep our lists alive longer and we will not be inclined to discard names which could be a source of real profit to us. I say 'Work your names to a frazzle. They're yours. They're paid for. They've been charged off.' Bear in mind that the harder you work your names and *the more you get out of them, the less important is the cost of getting them originally.* There is something about growth and activities that becomes contagious, that affects every phase of a business, including the morale of its employees, its customers and its owners.

"There are a hundred different things you can do to increase your business by improving your contact with your customers. Bear in mind that when you have sold an initial order you haven't merely made a sale, you have made a customer; even more than this, a friend. The best service you can render these friends is to give them more opportunities to buy merchandise from you. Keep your list alive and you will keep your business alive. Give your list the attention and respect which is due it as your greatest asset. It can be much better than cash to you. Your list will take care of you in direct proportion to the care which you take of it."

You might be wondering why we back Dave up so strongly in this business of working your list to a frazzle. If list owners use their lists so constantly themselves, what room will there be for rentals? The answer is that no matter how heavily a list is used, there is almost always room for a few rentals a year. We back Dave up to the hilt in his belief that the more often a list is used, the better it is. This goes for rentals as well as for uses by the owner.

And Dave's argument that more frequent use of a list will lower the initial cost of getting the customers' names is a great encouragement to mailers to analyze their cost per order more carefully. When mailers do this, they might very well agree that they *can* spend more to get a customer. By the way, do *you* really know how much you can afford to pay to get a new customer? We have some interesting facts and figures on this subject which we will send you. Just drop us a note.

Arthur Martin Kaufman

President

NAMES UNLIMITED, INC.

352 Fourth Avenue MUrray Hill 6-2454 N. Y. 10, N. Y.

Charter Member National Council of Mailing List Brokers

Short Notes DEPARTMENT

We welcome your direct mail ideas and news items for this department. Send all material to Short Notes Department, The Reporter of Direct Mail Advertising, 224-7th St., Garden City, N.Y.

☐ COPY CLINIC: As reported elsewhere in this issue, we will have more copy clinics during 1955. We will criticize current copy efforts and show how they could be improved. This might be a good one on which to start. A famous insurance company, noted for its high-caliber promotion pieces, mailed a form letter to its policyholders in the areas hit by the fall hurricanes. Described the damage done and the difficulties of expediting settlements. Here was the last paragraph: "As has been the practice of our company in the one hundred thirty-five years of its existence, we will pay all proper claims immediately on receipt of the necessary loss papers. May we bespeak your patient and sympathetic understanding of our problem and also please evince due regard for the plight of others. Thank you." Seems like it could be said better. Why "bespeak" . . . "evince" . . . and "plight"?

♫♫



☐ REPORTER READERS might like to see the man who writes the prayers which have appeared on the back cover of the November issues of numerous trade magazines (including *The Reporter)* for many years. His name is Richard Faulkner and he's in the Advertising Department of International Paper Co. Eleven years ago, Dick "sold" the board of directors on the idea of devoting all of their November advertising in all magazines to a Christmas prayer. There were some skeptics . . . but the idea worked and has continued every year since. Requests for reprints run into many thousands and the prayers have been reprinted all over the world. We think Dick Faulkner and his company deserve a salute.

♫♫

☐ THE POST OFFICE and the Department of Defense want publicity on a recent change in the handling of overseas mail to members of the Armed Forces. The phrase "c/o Postmaster" is to be discontinued. Addresses should be confined to three lines if possible, such as:

Pvt. Willard J. Roe, RA 12378967
Company F, 167th Infantry
APO 801, New York, N. Y.

♫♫

☐ MAX ROSS, ad director of Old American Insurance Co., Kansas City, agrees with our crusade against "dictated but not read" phrases on letters. But Max thinks Walter Buell, advertising manager of *The Rotarian Magazine,* has solved the problem without leaving a bad taste in the reader's mouth. His secretary uses a rubber stamp which says, "Signed in Mr. Buell's absence to avoid delay in mailing."

♫♫

☐ *THE WALL STREET JOURNAL* article of October 20, analyzing the direct mail business, certainly got a lot of extra circulation. Lettershops and printers all over the map reprinted and mailed it to their customers and prospects. We hope the WSJ will continue this coverage at the direct mail conventions each year.

♫♫

☐ AFTER 85 YEARS at one location . . . the American Automatic Typewriter Co., (Auto-typist) is moving from 614 N. Carpenter Street to their own building at 2323 N. Pulaski Road, Chicago 39, Illinois. New telephone EVerglade 4-5151. City condemned old

A Specialized Ad Agency For

DIRECT SELLING
MAIL ORDER
ADVERTISERS

WANT more orders, inquiries, leads from your ads? Need more sales nationally, regionally? Many concerns grow bigger with the proper advertising plan.

A SUCCESSFUL newspaper, magazine, trade paper advertising campaign requires pulling ads that really click and publications that get results. It's what you say, where you say it, and the plan in and behind your advertising that make the difference.

EXPERIENCE counts. Let the Martin Advertising Agency work with you in developing effective publication advertising. The right ad, in the right size brings results.

INCREASE your sales. Put specialists on the job for you. Obtain powerful, action-compelling ad copy and proven advertising techniques. Give your advertising dollars the chance to go further.

WE offer you a thorough service based on 32 years' knowledge. When we accept your publication advertising account, you get the benefit of thoughtful, sincere advice, sound analysis and full cooperation all along the line.

LET us help you solve your advertising problems. Put your publication advertising budget in our hands. Careful planning always pays.

APPOINT us to place all your publication advertising. Many successes. Fully recognized. Member A.A.A.A. Publishers' rates all publications. Consult

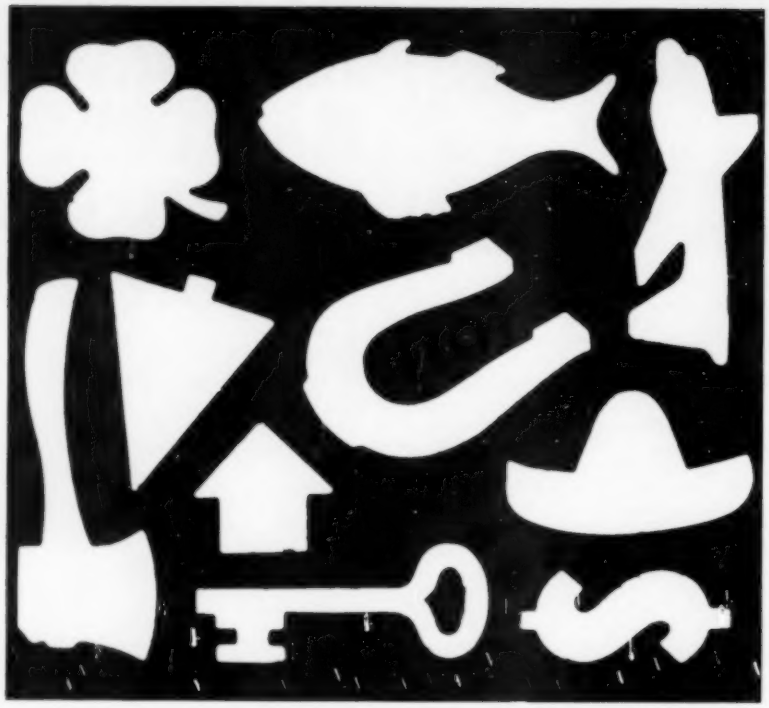
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Direct Selling Mail Order Ad Specialists
15 E. 40th St., Dept. 15, New York LE 2-4751

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offer you the only competition you can find in the Addressing Machine industry.

Consult your yellow telephone book or write to The Elliott Addressing Machine Co., 127 Albany St., Cambridge, 39, Mass.



"GLIMMICKS"

. . . is the name for new metallized plastic gimmicks produced by the Allen Hollander Company, New York label firm at 35 Gerard Ave., N. Y. 51. The "glimmering gimmicks" are die-cut from Mirro-Brite, metallized plastic developed by Coating Products Company of Englewood, N. J. (see page 21, August 1954 Reporter). While Mirro-Brite shines like metal, it's easily handled like paper. Glimmicks are produced with or without pressure sensitive backing; can be made in any shape or size in a wide range of colors. Stock shapes available are shown above. For complete possibilities and samples, write to Allen Hollander for descriptive folder.

property occupied by three generations . . . for new Northwest superhighway. President Otto Schulz wants old friends and customers to correct their records . . . and pay him a visit.

♫♫

☐ FUND RAISERS should be interested in an article which appeared in the *American Alumni Council News*, October-November 1954 issue. It was written by Chester E. Tucker of the John Price Jones Co. and is a guide to fund raisers on the Tompkins Act which is now in effect in New York State. You might be able to get a copy by writing to editor and secretary of the Council, Ernest T. Stewart, Jr., 1785 Massachusetts Ave., N. W., Washington 6, D. C. For instance, educational institutions are not required to register if they confine solicitations to the student body and their alumni. But they must register if they solicit funds outside the school circle. We think Mr. Tucker's article is the best analysis so far of the New York law.

☐ HOW MANY OF YOU are having trouble with airmail? Getting prompt delivery, that is. If you spot bad examples, write to the postmaster in your town as several of our recent correspondents did. An airmail letter to Bill Clawson of Miller Printing Machinery Co., Pittsburgh, was mailed in Garden City on November 4 and did not arrive at Bill's desk until November 9. Delivery of first class mail sometimes is just as bad. A large envelope, with first class clearly marked, mailed November 11 from Garden City to Bus Reed in Howell, Michigan, did not arrive until November 22. That's too long. Even the post office cannot claim that first class is delayed by third class.

♫♫

☐ SPEAKING OF MAIL DELIVERY TIME . . . here is a new stunt to let customers and prospects know exactly when a third class piece was mailed. It might have some effect on getting better post office delivery. One of our friends in Westchester County, New York, received a 4" x 10" mailing card mailed under permit by the Pix Theater, Mamaroneck Ave., White Plains, N. Y. Card contained program details for the week starting November 11. At the bottom of the card this message appeared: "Please note: This program was mailed at the Post Office in White Plains, N. Y., on Thursday, November 4, 1954." First time we have ever seen this technique. Incidentally, piece was received by our correspondent in an adjoining town on November 6.

♫♫

☐ THE PARCEL POST ASSN. is really making progress. If you haven't seen the interesting and factual bulletins published by the association (new address: 925 Fifteenth St., N. W., Washington 5, D. C.) write to Bill Henderson (formerly with the Direct Mail Advertising Assn.) for a sample copy. Worth reading.

♫♫

☐ HOW MANY PEOPLE in the mail order field have a special form for recording mailings and returns . . . and how many would be willing to share these forms with others? Send them to us and we will reproduce as many as possible. A number of inquiries have come in recently . . . and the only ones we know about are those supplied to customers by Dick Sheridan of Schneidereith & Sons, Baltimore and Ed Mayer of James Gray, New York.

♫♫

☐ SOMETHING NEW IN BANK LETTERHEADS was sent to us by Wilfrid Rowe, ad manager of Sterling National Bank & Trust Co., 1410 Broadway, New York 18, N. Y. Bill thinks this is the first case of a bank using a four-page letterhead. Inside and back pages give a pictorial "glimpse at a few of the things that make a bank tick." If you would like to see it, write to Bill.

♫♫

☐ IF YOU ARE A GOOD SPEAKER and you are planning to travel through the western part of the country, get in touch with Charles W. (Chick) Collier, executive vice president, Advertising Association of the West, 425 Bush St., San Francisco 8, Calif. The advertising clubs in the eleven western states are always on the lookout for good speakers who have a real message. So write Chick . . . if you want to cooperate.

♫♫

☐ EASY AND EFFECTIVE INQUIRY HANDLING is the title of a 12-page, 6" x 9" booklet written by Franklin W. Bartle, industrial advertising manager of

Permacel Tape Co. It was printed and distributed as a service to industrial advertisers by the Rogers Publishing Co., 20420 Woodward Ave., Detroit 3, Mich. With very few words and plenty of descriptive illustrations and forms, it describes the basic principles of evaluating and processing advertising inquiries. It is well worth having in your idea file. Write to R. B. Mitchell, promotion manager, for a copy.

♫

☐ LONGTIME PULL: The November issue of *Star Time News*, h.m. of Elgin National Watch Co., 900 N. 16th St., Lincoln, Nebraska, carries an interesting story about a mail order ad placed by an Elgin distributor in the *New York Times* in 1922. A young fellow in the State of Washington found the 32-year-old advertisement and sent an inquiry to the dealer. The successor to the original dealer (Finlay Straus, New York jewelers) contacted the Elgin factory and found a similar watch. Then filled the order at the same price offered 32 years ago. A nice goodwill gesture.

♫

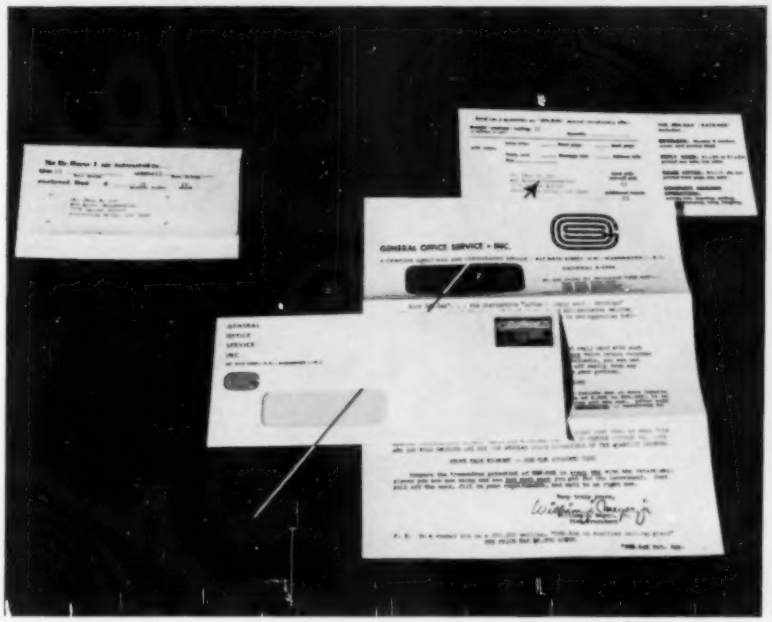
☐ THERE WAS A COMMENT in October about a proposed campaign to teach businessmen to read faster. We suggested a more important campaign . . . to teach people to write better for easier reading. Herb Buhrow, manager, Industrial & Business Book Department, McGraw-Hill Book Company, Inc., 330 W. 42nd St., New York 36, N. Y., tells us that such a campaign is already in book form. McGraw-Hill have two books — *Clear Writing for Easy Reading* by Norman G. Shidle ($3.50) and *The Technique of Clear Writing* by Robert Gunning ($3.75). Both authors have been active in the American Business Writing Assn. McGraw-Hill intends to bring out in January a revised edition of Rudolf Flesch's book, *The Way to Write*. All should be in the direct mail copywriter's library.

♫

☐ REPEAT ANNOUNCEMENT: Dates and location for the 1955 convention of the National Industrial Advertisers Assn. have been changed in order to avoid serious conflict with other important industrial meetings. The new and now fixed dates are Monday, Tuesday, Wednesday, May 9, 10 and 11. The setting will be the Sheraton Park Hotel (formerly the world renowned Wardman Park) in Washington, D. C.

♫

☐ FOREIGN MAILINGS always attract attention . . . but be careful in your planning. A number of correspondents have questioned us about recent offers which show how much money can be saved by making mailings from Mexico (cheaper postage and lower printing costs). An occasional foreign mailing is not frowned upon by the Post Office Department . . . but the Post Office Department has the right, under the Postal Union Treaties, to hold up incoming mail and charge the full rate of US postage if it can be shown that the mailer was using a foreign dispatch point in order to avoid the payment of US postage.



"SEN-BAK"

. . . is a new return-response mailing combination developed by General Office Service, Inc., 527 6th St., Washington 1, D. C. The package mailing consists of a No. 9 window envelope, a die-cut sales letter and a return card which comes in three different sizes. Unique feature of the format is that the return card is attached to the back of the sales letter so address on it is positioned in the letter's die-cut, making inside address. The card can easily be detached for return mailing . . . and also includes a tear-off stub for extra message. Write to William J. Meyer, Jr., for prices and samples.

♫

☐ CORRECTION! In listing the winners of the 1954 Direct Mail Advertising Assn. Best of Industry contest, we commented on the Chicago Murphy & Miller low-cost award and erroneously stated that they were selling Carrier air conditioning for homes. That was a boner because Murphy & Miller handle York. The Temperature Equipment Corp., distributors for Carrier in Chicago, won a Best of Industry Award of Merit. Both campaigns were good.

☐ ANOTHER CORRECTION! An October Short Note mentioned the jumbo post card (about 6" x 9") with perforated return permit card . . . recently *reapproved* by Post Office Department after a temporary banning. We credited the *Wall Street Journal* with originating it. Wrong. The idea was first developed by Max Sackheim sometime around 1945. Ray Hagel used it at *Magazine 46* . . . and Sallie Weir at *Journal of Commerce* mailed millions of them between 1947 and 1952. *The Reporter* has been using them, off and on, since around 1950. This item is . . . just to set the record straight. But if you use them . . . be sure return address side of permit card is on *message side* of the card. Don't reverse it.

♫

☐ A NEW IDEA IN CALENDARS has been introduced by Planno, Inc., 909 S. Westmoreland Ave., Los Angeles 6, Calif. It is rather hard to describe, so if interested write to Edward F. Baumer,

739,000 TEACHERS

RURAL GRADE HIGH

80% WOMEN

20% MEN

FACTS

25 to 27 years of age (average)

An avid reader

A liberal spender

Good mail-order buyer

A good credit risk

A stable income

Lives in a small town

Leader in her community

AVAILABLE AT ONCE • ADDRESSED ON YOUR MAILING PIECE

JAMES E. TRUE ASSOCIATES

Room 1107A

419 Fourth Avenue

New York 16, N.Y.

MU 9-0050

Short Notes CONTINUED

president, for descriptive information . . . or better yet, a sample. It is a multiple-wing affair for scheduling important dates and plans. It opens up in successive folds either for quarterly periods or for the entire year; that is, if necessary you can see your plans or schedules for an entire twelve months by opening all the wings to an area approximately 46" x 25". When refolded the desk size is 8½" x 12". Has many possibilities.

♫

☐ A WELL-DESERVED TRIBUTE was given to Homer J. Buckley on November 18, 1954. His many friends in the Advertising Club, the Chicago Association of Commerce and Industry, The Executives Club, National Council of Business Mail Users and other civic groups sponsored a testimonial luncheon in appreciation for Homer's contributions to the community and to advertising. He was presented with a specially prepared, bound book containing personal letters from hundreds of friends throughout the country.

♫

☐ HINDE & DAUCH has come out with another edition of their "How To Pack It" . . . a pictorial booklet of packaging formats. It describes twelve different styles and more than seventy types of corrugated boxes for all kinds of products. Suggestions for proper methods of sealing, packing and displaying are included for each box. Wonderful for mail order operators looking for order fulfillment ideas. Write to H&D at Sandusky, Ohio.

♫

☐ "PAPER PROBLEMS ARE COSTLY" . . . so Duplicating Papers, Inc., 230 W. 17th St., New York 11, N. Y., offers a 16-page booklet telling duplicator users how to avoid them. It was prepared from research by the Lithographic Technical Foundation. Explains picking, curling, fanning, ink drying, chalking, offsetting, etc. *Paper Problems Are Costly* is a good reference for all paper users. Write to Duplicating Papers, Inc. for a free copy.

♫

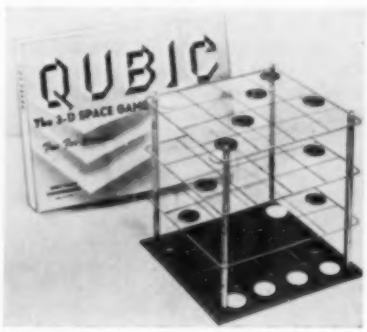
☐ PHOTOS OF THE MONTH DEPT: Sharpe & Dohme, Philadelphia pharmaceutical manufacturers, got some real drama into a folder explaining their Hydrocortone compound. Headline of the piece read: "The patient with acute rheumatic fever . . . will be grateful for Hydrocortone. As it unfolds, you see these three bird's-eye view photos: (1) A small boy laying prostrate in hospital bed, deep circles under his eyes; (2) Same shot with boy sitting up, smiling; (3) Same shot with boy sitting on edge of the bed, feet on the floor; and (4) The empty mussed up bed scattered with comic books.

♫

☐ DIRECT ADVERTISING CO., 1551 Bishop St., Montreal, Can., is using a series of brief case histories to demonstrate to prospects how they solve problems. With samples of printed jobs they produce, DA sends a fact sheet outlining the client, product, market, objective, solution, production data, results, etc. Makes a wonderful way for a printer to advertise.

♫

☐ BEST GAME OF THE YEAR (in our opinion) is called QUBIC and is available from American Homecraft Co., 3714 N. Milwaukee Ave., Chicago 41, Ill. Price $2.50. Strikes us as an ideal item for a novelty gift to customers. It capitalizes on the current rage for third



dimension. It is a 3D adaptation of the old tic-tac-toe game. Four transparent plastic plates are mounted on posts. Each plate has sixteen squares. Each player, with different colored chips, tries to get four in a row in any straight direction . . . either through the plastics or on any surface. Write to Eunice Stehlow for information.

♫

☐ A MUCH NEEDED MANUAL has just been published by National Sales Executives, Inc., 136 E. 57th St., New York 22, N. Y. The title: How to Stage a Conference . . . Convention . . . Large Meeting. The price of additional copies to members of NSE is $1.50 a copy. Price to non-members is $2.50. And it is well worth it. Ought to take out some of the kinks which are so prevalent in so many conventions and even routine business meetings. The 48 pages are crammed full of checklists and guide charts to help the program and planning committees. Extra perforated forms are provided for the various committee members. We like particularly the checklist for committee handling of

speakers. If this checklist was followed universally there would be fewer headaches for both committees and speakers.

♫

☐ HOW IMPORTANT IS THE PRINTING INDUSTRY? If you want to know, write to William J. Fintze of The Lezius-Hiles Co., 1125 Rockwell Ave., Cleveland 14, Ohio, and ask him for a copy of the beautifully printed, 24-page, 8½" x 11" booklet, titled "The Printing Industry Offers You a Career." It was prepared as a recruitment book for the Cleveland Typothetae group but has been adopted by the National Educational Council of the Printing Industry and is being used by printing associations all over the country in order to attract promising young people. A wonderful job of describing all the opportunities in the industry.

♫

☐ BONER! A national organization making big mailings recently found themselves in hot water. Recipients were required to pay 3¢ postage due. The resulting confusion caused a lot of headaches and correspondence.

♫

☐ INDUSTRIAL BUYERS react the same as ordinary consumers . . . so says Albert Shepard, executive vice-president of The Institute for Research in Mass Motivation, Croton-on-Hudson, N. Y. Speaking at AAAA's Eastern Conference at New York's Hotel Roosevelt last month, Mr. Shepard said that industrial buyers want to be appealed to on the basis of their skills, know-how, his company's usefulness to society and other deep-seated needs. Just like consumers. We've said it before . . . and agree with Mr. Shepard.

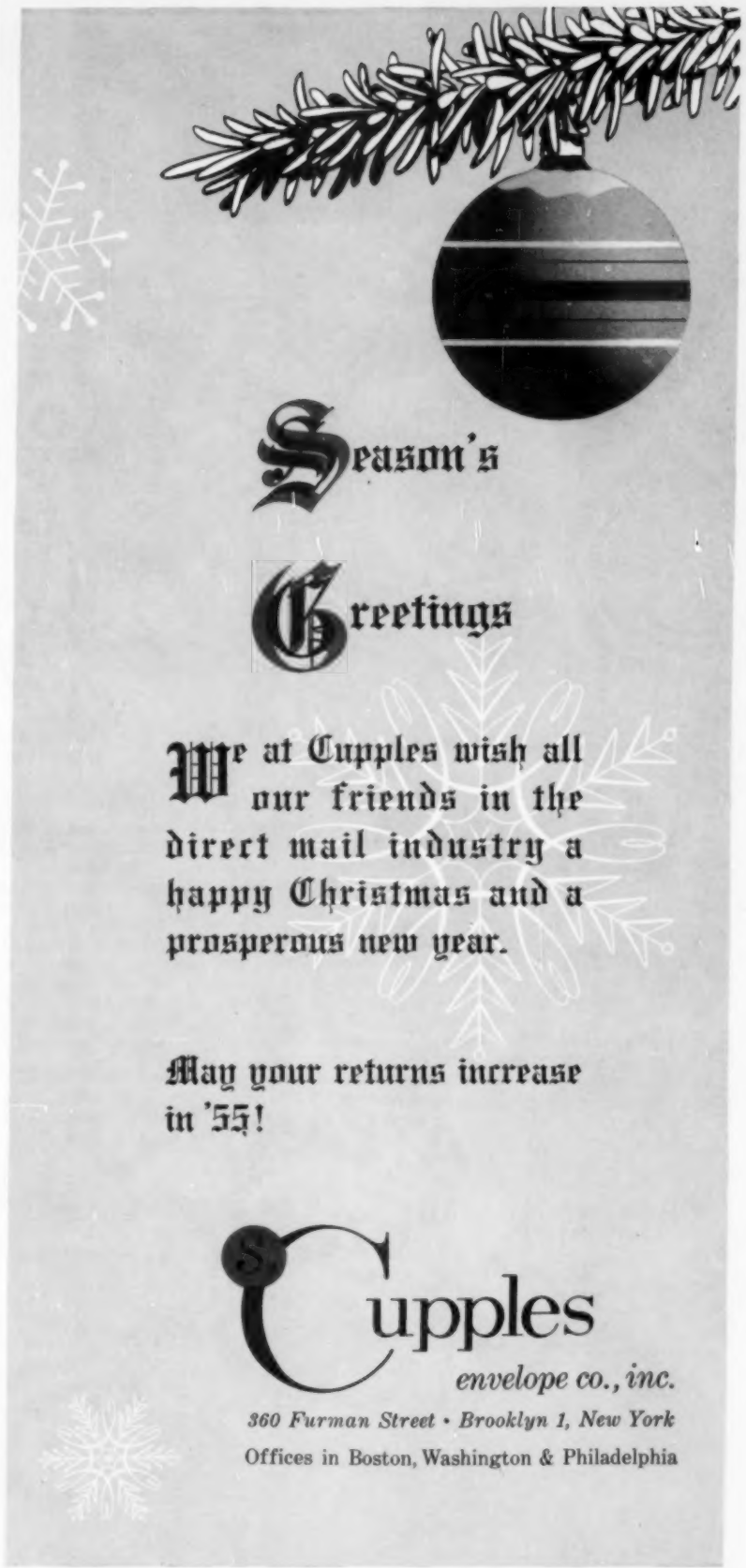
♫

☐ HOT CAMPAIGNING: Robert Oliver, vice president of a national club devoted to collecting match book covers as a hobby, has come up with a footnote overlooked by many in last month's election hullabaloo. Questioning newsmen across the country after the election, he found that 63% of the victorious candidates used match books in the campaigns. All of which means that it's time a cigarette company comes out and tells us 63% of the voters were smokers.

♫

☐ PRINTING WEEK IN PHILADELPHIA will be held from Jan. 10 to 20 in that city . . . with a large exhibit of "Best of The Year" pieces displayed at the Benjamin Franklin Hotel. Printing

(Continued on page 42)





Static electricity . . . unevenly cut sheets . . . torn sheets in the ream — those are the three gremlins that often cause your duplicating machines to "run wild".

Many of these machine tantrums can be eliminated by using Eastern Papers . . . the Business Papers that are made with *just the right amount of moisture* to minimize the effects of static electricity. Automatic hairline accuracy in cutting and trimming *and* an electronic detector that keeps reams free of torn sheets eliminate the other two trouble makers.

In addition to trouble-free performance, you'll get clearer, sharper impressions . . . neater, better-looking results with any *one* of the many fine Eastern Business Papers.

Available in cut sizes in Atlantic Mimeo Bond, Atlantic Bond, Atlantic Duplicator with a wide variety of attention compelling colors . . . and in bright, white Atlantic Opaque.

ATLANTIC BOND

EASTERN *Business* **PAPER**

MADE BY EASTERN CORPORATION • BANGOR, MAINE

Some New Slants From A.N.A.'s Annual Meeting:

WHAT MAIL ORDER SELLING CAN TELL US ABOUT ADVERTISING COPY

by Maxwell B. Sackheim

Chairman of the Board, Maxwell Sackheim & Co., Inc.

My experience has been largely in selling goods and services by mail through magazine and newspaper advertising, and by direct mail. The advertisers involved were concerned mainly with actual, traceable results. So many dollars spent, so much business done, so much profit or loss. They didn't credit dealer influence, consumer acceptance, or cumulative effect with a dollar's worth of value. Their results had to be figured on a cash and carry basis, not on an accrual basis. So, to be successful, they had to overcome every resistance to reading, every resistance to believing, and every resistance to acting upon their advertising—not next year, or next week, or even tomorrow, but as soon as the ad was read.

In this crucible we've made thousands upon thousands of tests of headlines, copy appeals, special offers, sizes, prices, and anything else we could think of that might have resulted in a discovery. The most important discovery we've made thus far is that we must never stop testing.

Mail-order selling may be tough, but I never fully appreciated how much resistance general advertising was up against until I heard, recently, of a gadget which enables a listener to shut the commercial off his radio or television set without stirring from his easy chair! If enough of these diabolical devices come into use, millions of advertising dollars will be utterly wasted. And if some crackpot ever invents a way to eliminate advertising from newspapers, magazines and direct mail we'll all be out of jobs!

Indifference and Inertia

But let's not worry. The fact is, every man, woman and child has always been equipped with two of these gadgets. They were provided by nature, developed by each individual's circumstances, and actually encouraged by many advertisers themselves. These mortal enemies of advertising are *Indifference* and *Inertia*.

Indifference is normal. We glance at headlines and pictures with one eye; we listen to commercials with half an ear. We meet people, and can't recall their names five minutes later. We read books and see plays, and promptly forget what they were all about. We go through life generally with our minds only half turned on, *except when we are promised an adequate reward for our full attention*. Ordinarily, our attitude towards nearly everything we see, read, hear and experience is, "So what?"

Indifference is the number one gadget we have to overcome. *Inertia* is the other. Inertia is the law of physics which decrees that a body in motion or at rest resists change. People hate to bother changing their minds, their habits, their routines. So even if you overcome Indifference, you still have to get people to do what you want them to do.

Let's see what mail-order people have found out about conquering Indifference and Inertia.

For a mail-order effort to be successful, it must first of all render a *service* to the public. It should promise a reward for reading; it should offer a cure for a symptom; it should provide news or entertainment; or it should make an offer of some kind. But al-



Maxwell B. Sackheim

Reporter's Note: According to all reports, one of the best talks at the 45th Annual Meeting of the Association of National Advertisers (Nov. 9, 1954) was given by Max Sackheim, head of the agency bearing his name. Max attempted to show general advertisers what they could learn from mail-order experiences. He succeeded. We think this transcript belongs in the permanent records of direct mail. Read it. Save it. Follow it.

"One thing is 'for sure' about mail order advertising: It must sell right now or it shows up in red ink. While few of us sell our products that way, we are all trying to influence the thinking of the same people . . .

ways, it should render a *service* that people need, want, or could be made to want. A symptom is anything that people want cured. It can be physical or mental. It can be a headache, rheumatism, indigestion, or corns, but it can also be loneliness, ambition, fear, boredom, discomfort, inconvenience, lack of money, or any one of a hundred other real or imaginary ills. The dictionary is full of words that are the matter with people. The more universal the symptom, the wider the market. The more serious the symptom, the more important the cure. There are many human ailments still uncured. Your advertising should make a *patent medicine* out of your product for the ailments it cures.

No News Is "Bad News"

If you prefer to think of your advertising as a source of news—fine. It pays, because the hunger for news is never fully appeased. People want to know what, when, why, where, who, which, how many, how much, how to. We want answers to our questions; we want information, advice.

Not many years ago oranges were sliced and eaten. Now people drink many more oranges than they eat, because we were told all the many fine things orange juice would do for us. News of vitamins in tomato juice placed tomatoes in millions of glasses instead of only on salad plates. Even the wrinkled old boarding house prune is honored along with oranges and tomatoes. Liver that the butcher used to give us for our cats sells for as much as steak, because we learned that it was the enemy of anemia. When it was emphasized that flowers were wonderful messengers of our sentiments, we really began to "Say It With Flowers". Noxema used to be a sunburn remedy—now it's a beauty cream too. Raisins, we were told, provide iron for our blood; lettuce is full of vitamins; and lemon juice is good for a cold. Spinach is still spinach to me, but Popeye put news into it and made kids love it. Listerine used to be a remedy for sore throats until a genius came along with the news that it was a cure for halitosis. There's even news in the fact that people over 35 should take a special laxative.

Are you giving people *real news* about your product—or are you taking too much for granted, or just bragging? There's news in them thar hills. Dig it out and tell us, if you want to sell us.

"What Am I Offered?"

Another way to make advertising pay better by being of service to the public, according to mail order experience, is to make the reader an offer. Give him or her a chance to make a deal with you. Much of this type of advertising is being done now. I wish there were more of it, for it educates people to welcome advertising. Department store advertising makes offers and is sought. Classified advertising makes offers, and brings results. An offer is a 1¢ sale. It's a self-liquidating premium. It's a special bargain for a limited time. It's an introductory offer. It's a free booklet. It's a free map from an oil company. It's a prize contest. It's do-it-yourself information. It's an opportunity to buy merchandise direct from an ad, particularly if the dealer cannot supply it. It's the offer of a sample, free, if possible, or for a nominal sum if necessary.

Sales coming from ads which offer to supply merchandise direct to consumers can go a long way toward paying for the advertising, but more important is the opportunity such advertising gives people to buy and try your product at once. Nothing is left to memory, chance or time. Your duty, in fact, to the people who are sold by your advertising is to see that they get your product without fail, if they want it, so the product itself can create a long-time customer for your dealers.

Sampling is the oldest and best method of developing sales if your product can stand the test, and the cost. Anything light enough to mail, inexpensive enough to distribute widely, that requires sight, smell, touch or taste to be appreciated, is worth sampling through advertising. It makes ads really go to work. Sure there's some waste, but weigh the total cost against the gain in dealer influence, consumer acceptance, and in actual sales, and you'll find it well worth while.

Some Curious Headlines

These are not the only ways to attract attention and create sales. Advertising is so full of good ideas, it's surprising that an ordinary one is *ever* used. Bulova did a wonderful job by telling us the time. Philip Morris put words in our mouths by repeatedly reminding us what brand to call for. Gillette, Hazel Bishop, Stopette and others do it by entertaining us to the point where many feel obligated to buy their products. A man with a patch over one eye did a wonderful selling job for shirts, I'm told. And a bearded Englishman convinced a lot of people they ought to drink his quinine water.

What I can't understand—and surely there must be reasons and explanations—is why people are expected to get excited when they read headlines like these, picked very quickly from current issues of expensives magazines. And please forgive me if you recognize one of your own. I'm not trying to be smart—but helpful. Here's one:

"The man in the blank suit dazzles her with charcoal glow"

And here are others:

"Finest power tools made"
"It's in style to be comfortable"
"A pleasure to give—a treasure to receive"
"Man, this is whiskey!"
"For men's faces . . . going places"

"Up goes horsepower with lively new blank spark plugs"
"Deliciously yours"
"I told my husband I wanted the finest"
"No other cigarette is so rich tasting, yet so mild"
"You can't get a better anti-freeze"
"For years the choice of people who go places"
"Money can't buy a safer anti-freeze"

I could go on and on, but try it yourself sometime in the quiet of your own home with any one of a dozen publications. See how many of the headlines—even when fully explained by accompanying illustrations—whet your appetite for more. See if they promise you a reward of any kind for reading further. See if they inform, enlighten, or entertain you. See if they offer a cure for any of your ills, or a bargain of any kind. See if they serve you in *any* way that would justify your time and attention. If not—if they whisper sweet nothings—they leave you answering subconsciously, "So what?"

Headlines That Brought Results

Contrast these with the Metropolitan Life Insurance Company ads that tell you how to live longer; like the one headed *"Three Keys to the Control of Diabetes"*. Can you imagine a diabetic passing up that promise? And the new Mum campaign which appeals to the 2 in 5 who Perspire Freely. And here's a Mentholatum ad that tells us that *"DEEP HEAT From New Mentholatum Rub gets right to where it hurts"*. You have seen the Arthur Murray ad that offers *"A Simple Plan For People Who Want to Get More Out of Life"* and the usually wonderful McGraw-Hill ads, one of which was headed, *"Some Things Are Worse Than Strikes"*. I like the factual advertising of the National Cash Register Company, one of which carries this headline, *"National Accounting Machines save us* $54,000 *a year"*, and a Listerine Toothpaste ad which quotes from a testimonial: *"Not a Single Cavity in Over 2 Years"*.

Here's a Remington Typewriter ad that says: *"NOW—the finest portable is yours for only* $1.00 *a week"*. Kearney & Trecker has a Tool-Lease program which offers a milling machine for less than 23¢ an hour. I don't need a milling machine, but if I did, I'll bet that would interest me! The New York Life offers a saving of 20% on a single simplified home insurance policy; and Phoenix Mutual is still telling us how someone retired in 15 years with $250 a month. Sugar Information, Inc., of all things, is telling us how sugar can actually help us to reduce. Ekco Products Company is offering us two kitchen tools at the special price of $1.17 instead of $1.75.

. . . and we can well afford to compare our copy ideas with some of the fundamental approaches which our mail order friends have demonstrated will make people read, believe - and buy!"

There isn't much difference between these and good mail order headlines. Here are a few that brought results. Some are as old as the hills; some are new; but one or more may give you a clue as to how your own ads may be made of greater service to the public.

"The deaf now hear whispers"
"The story that makes jealous women blush for shame"
"Here's a wonderful way to end money worries"
"Advice to wives whose husbands don't save money"
"Free—To men who want to earn $10,000 a year"
"Any 3 of These Fine Books, Yours For Only $2.00"
"Is This Offer Too Good to be True?"
"A Wonderful Two Years' Trip With Pay"
"Amazing New Low Priced Electric Sprayer Makes Painting Easy"
"Cuts 24 French Fries in One Stroke"
"Send No Money—Try it 10 Days Free"

And here's one of Vic Schwab's favorites:

"The Man With the Grasshopper Mind"

And one of John Caples' pets:

"They laughed when I sat down to play the piano—but when I started to play!"

And Lynn Sumner's classic:

"Imagine Harry and Me advertising our pears in Fortune"

And my own—which is now celebrating its 35th anniversary:

"Do you make these mistakes in English?"

To the mail-order advertiser, every ad is a crisis. To many general advertisers, a crisis seems to come only when a strike is in effect, when a proxy fight is on, or when some sensational new product or improvement is presented to the public. Then they take off their coats, roll up their sleeves, and don the brass knuckles. Beautiful dreams of art go out of the window. No fancy pictures, no attempt to win advertising awards. Advertising must do a job, must deliver the goods.

The mail-order advertiser's contention is that the greatest crisis in business is the constant need for more sales.

For years I thought I was evolving new advertising principles based on my own experience—but recently I read these words written by Claude Hopkins in *Scientific Advertising*, copyrighted in 1923 by Lord & Thomas. I quote:

> "We learn the principles of advertising by repeated tests. This is done through keyed advertising, largely by the use of coupons. Thus mail order advertising established many of our basic laws. One of the greatest advertising faults is that ad writers forget that they are salesmen and try to be performers. Instead of sales, they seek applause. Perhaps pride in our ads has an influence. But departure from these principles adds to our selling cost. Therefore it is always a question of what we are willing to pay for our frivolities". End quote.

There is no limit to the hunger of human beings for a better way of life. We will never give up our cars, our telephones, our radio, our television, our air conditioning. Instead we will look forward to even more fantastic developments in this atomic age — which means even greater opportunities for advertisers, agencies, media, and particularly, the public. Advertising is the fast way, the economical way to increase sales—if it *serves* people. To paraphrase Sheldon, that great old teacher of salesmanship: *Advertising Profits Most Which Serves Best.*

MEMO:

HOW MANY TIMES CAN YOU MAIL TO A GOOD LIST?

B. L. Mazel, who is the direct mail consultant for Value Line Survey, Simon & Schuster, American Research Council, Scientific American and others, says "I've mailed to many good lists six, eight, ten and twelve times in a year. As for lists of expirations and former buyers, it's a crime to mail to them less than ten times a year unless the nature of the product prevents it."

As far as diversified mailers renting the same names --- it is my personal opinion that a list will not lose its efficiency even if it receives thirty or forty mailings a year as long as the mailings are spaced at regular intervals.

HOW TO PERSONALIZE - Harry Latz, the maestro of the mails, tells all in a splendid research report "The Dramatization and Personalization of Direct Mail" which he prepared single-handed for the Direct Mail Advertising Association. Here is a down-to-earth, how-to-do-it report in which Mr. Latz gives you the benefit of his years of brilliant creative work. Send $5 for this excellent report to the DMAA, 381 Fourth Avenue, New York 16, N. Y.

THE LETTER THAT FOOLED THE POST OFFICE - If you use letters in quantity, ask Edward N. Mayer, Jr., President of James Grey, Inc., 216 East 45th Street, New York 17, N. Y., to send you a portfolio of his new Executive Type Letters. They so closely simulate individually typed letters that the Postmaster insisted that they could not be mailed at Third Class rates.

EXECUTIVE APPOINTMENT CALENDAR - If you are using one of our unique scheduling and appointment calendars, please note that it runs through April 1955. In February or early March if you are a friend or customer of this company you will receive, with our compliments, the 1955-56 Limited Edition which is being redesigned with additional improvements.

Lewis Kleid

NOTE: "The right selection and proper use of mailing lists is vital to the success of any mail order proposition. The most efficient aid obtainable is the most inexpensive in the end. I am always glad to recommend Lewis Kleid. He has never failed me or my clients."
Maxwell B. Sackheim, President
Maxwell B. Sackheim & Co., Inc.

Mailing Lists **Lewis Kleid Company** 25 West 45th Street, New York 36, N.Y. Judson 2-0830



The Pittsburgh Press

PAGE 21 THURSDAY, OCTOBER 21, 1954 SECTION TWO

Uncle Sam's Postal Give-away—First of Series

Deluge of 'Junk Mail' Angers Taxpayers

Cheaper-by-the-T

Breaking Backs of

Pittsburgh residents ar large number of circulars are jammed into their mail ha phoned and written letters to this abuse of the postal servic a series dealing with the so-

By EDWIN BE

Uncle Sam's newest post has been called a lot of name people.

Officially it is known as deal that provides virtually f third-class material at half th

To many mail carriers a known variously as just pla wanted waste paper," "mail box litter-ature," "unad-dressed mail," "simplified addressing."

By any name, this cheaper by the ton material eventu-ally could be the overload that breaks the back of many a hard-working mailman.

They are saddled with everything from light bulbs to soap samples. Thomas M. Flaherty, both Pitts-burgh district (Branch 84) and State president of the National ... of Lett... riers. ...al:

Letter Carrier Route Local"

This eliminates the need for ... mailing list ... ad-dr... of each ... mate...

...up mailing lists, putting the ... on taxpayers and ... carriers, inst...

...66 P. L. & R.

... POSTAGE

PAID

...RION, OHIO

...it No. 243

THE WAR IS ON

...k mail" wrapper. | Ad-...ostmen and taxpayers,

...department twice as ...uch as the advertiser nets from the bargain promotions. The replies are few, but the pri... so cheap a ... a doz-... a hundr... ake it

From all over the country clippings have been arriving at *The Reporter* office . . . indicating that newspapers are staging an all-out war against direct mail. Much worse than the early 1920's when direct mail was a feared newcomer in the advertising field. Much worse than the attacks made against radio when it was considered a dangerous threat to newspaper advertising.

In the October 1954 *Reporter,* we gave you some of the preliminary skirmishes (see "Mur-durr" on page 41). But that was surely only preliminary. The newspapers seem to have been stimulated to greater action by the *Reader's Digest* attack on direct mail . . . and since then the guns have been belching. Front page stuff!

No use taking it lightly; it *has hurt* direct mail considerably, at least for the time being.

What's behind it? Well . . . there are a lot of angles. The newspapers focus their attacks on the "simplified addressing" regulation . . . the so-called patron mail. But read the feature stories from Cleveland, Miami, Detroit, Pittsburgh, Atlanta, Hartford, New York, etc., carefully and they all carry tirades against *all third class.* Some people in-the-know think it's a definitely planned conspiracy to "put the heat" on direct mail for two purposes:

(1) *to "take the heat" off the much lower second class rates when the next Congress considers postal rates.*

(2) *to kill off what is considered dangerous advertising competition.*

All of the newspaper stories are distorted . . . but in at least three cases (Milwaukee, New York and Long Island) the stories were deliberately false. In them, the writers claimed that "junk mail" cost the mailers only 1½¢ for each half-pound. The writers were obviously confusing third class with second which has a basic rate of 1½¢ *per pound* (plus 30%).

But there is more to it than just the newspapers. For some strange reason the top officials of the Carriers Union (AFL) are feeding many of the stories to the newspapers. Many people think it's a squeeze play to embarrass the Post Office Department and force an increase in pay. But we wonder what other union leaders think of the tactics. By helping to fight third class mail, the Carriers Union is hurting members of unions in printing, lithographing, binding and other fields. A vicious circle.



getting leads for salesmen one of your headaches?

Then you'll want to get the facts on our kind of Sales Letter—with the built-in reply card.

You'll be joining a mighty impressive list of blue chips, too, who've learned that the built-in reply card boosts responses, lowers selling costs!

One-stop service for creative printing and mailing saves your time—keeps you busy planning instead of just picking up loose ends.

Why not send now for more information and samples of recent successful promotions?

SALES LETTERS
incorporated
148 W. 23rd St., New York 11
Telephone WAtkins 9-6028

Over 1,000 Shop Owners Know

♦
♦
♦
♦

that, as an aid in the creation and production of direct mail, MASA International is invaluable.
Join these 1,000 progressive commercial duplicators in promoting **your** industry.
A letter now will bring you a full description of membership services. . . .

Write:

MAIL ADVERTISING SERVICE ASSOCIATION
18120 James Couzens Highway
Detroit 35, Michigan

It is also true that some people in the direct mail field don't like "patron mail" and are innocently helping the newspapers along in their attacks on *all* advertising mail.

We think one point should be made clear. You may or may not like or approve of "patron mail". That is not the important point. "Patron mail" is *an experiment*. It has been used successfully in Canada, for many, many years. It was inaugurated by the Post Office in August 1953 to increase revenue at a decreased cost. When it first came in, we said (among other things): "Give it a chance to work out; see if it does decrease Post Office costs; see if it helps local merchants." We still feel the same way. It won't hurt the so-called regular direct mail because selective selling to individuals will always be best.

But the newspaper attacks definitely hurt all direct mail . . . because they have confused the public. We have talked to businessmen who, after reading the newspaper stories about "postal giveaway," actually thought the patron mail pieces were delivered *free of charge* by the Post Office.

What can be done about the situation? Friends of direct mail are clamoring for "a committee" to fight back; to report the !%?$&§¶ to the Federal Trade Commission for restraint of trade; get the advertising associations, such as AFA, ANA, four A's, etc., to tell the publishers to lay off; buy television time to tell the truth, etc.

It takes money to fight back and "the press" has a powerful medium for reaching the public which direct mail doesn't have. "Letters to the Editor" may be of some help . . . but are only a drop in the bucket.

As we go to press, we can report that some action is being taken. The Post Office is quietly surveying the situation. Getting figures which prove that the new type of mail is being handled much more economically, in spite of what some advertising trade papers have erroneously reported. The postmasters (at their recent convention) were generally agreed that "patron mail" is *saving* money. Meetings of graphic arts people have been held in several cities. Plans are being formulated for a dignified fight against the attacks. There will be more of that later.

But right now we can give a salute to the Pittsburgh Graphic Arts group. Spearheaded by Les Gaupp (new national director of the Mail Advertising Service Assn.), of Advertisers Associates, 1627 Penn Avenue, Pittsburgh, the group has decided to answer the violent attacks by the *Pittsburgh Press*. An open letter to the publisher is being printed, with reproductions of the articles, and mailed to all business executives in the Pittsburgh area.



**M.A.S.A.'s LES GAUPP . . .
HE'S TAKING ACTION**

For the information of all similar groups. . . we are reproducing the copy prepared by the Pittsburgh group. It could be changed to fit almost any local situation. So read it carefully. It's a sober analysis of the situation:

AN OPEN LETTER TO THE PUBLISHER OF THE PITTSBURGH PRESS

On October 21, 22 and 23 the *Pittsburgh Press* published a series of feature articles by Edwin Beachler against advertising mail which contained many statements at great variance with the truth.

He used the typical tricks of the professional propagandist. Constant repetition of confusing phrases, such as: giveaway (postal) program; plain junk mail; carriers . . . groaning under the load; Uncle Sam subsidizing promotions; the latest handout; low bulk rate; breaking backs of postmen; gigantic giveaway; carriers working like truck horses; dump 'em by the ton, etc. We think Pittsburgh area businessmen should know the *real truth* about so-called "junk" mail.

Almost all Pittsburgh industry uses the mails as a method of contacting selective groups of customers and prospects. Most of the advertisers in the *Pittsburgh Press* use the mail for various purposes . . . and the weakening of public confidence in one medium of advertising by the Press is bound to hurt *all* advertising.

It would be easy "to throw stones at people living in glass houses" and give you complete and accurate details that prove the mail subsidy enjoyed by the *Pittsburgh Press* is much larger than the one they accuse so-called "junk" mail of receiving.

But there is so much more involved than a technical argument about subsidies, that we would like you to have as much of the full story as possible:

1. So-called "junk" mail has been successfully used by many American businessmen for many, many years to reach farmers living on rural routes. This non-addressed mail directed at people living in farm areas has made

it possible for these same farmers to secure the products and services that city dwellers have become accustomed to.

When Postmaster Summerfield enlarged the non-addressed mail regulation, he made it possible for the 64% of the American public who live in the post office areas having carrier delivery, to get the same service those Americans who live in rural communities have been taking advantage of for over fifty years.

Just to add to this picture, the Canadian Post Office, recognized as one of the most efficient in the world (and operating at a *profit*) has been offering non-addressed mail service to all of its clients for more years than even they can remember.

2. In spite of the inferences in the articles appearing in the Pittsburgh Press, THERE IS NO SPECIAL RATE GIVEN TO NON-ADDRESSED MAIL.

It costs the mailer a minimum of 1½¢ for each piece delivered, and may cost considerably more, depending on the weight of the material.

Beachler's story of the light bulb mailing of the Duquesne Light Company shows how inaccurately the series was slanted. Far from carrying these *light* packages *free*, the post office received 3.8251 cents each—more than a commercial distributor would charge for delivering door-to-door. The post office had no separation or casing problem. Packages were made up for carrier routes. The whole project was handled for less than the cost of handling first class mail which must be sorted, canceled, cased and routed.

The same thinking applies on the Pillsbury Mills mailing pictured and described in the October 21 (first) article. The post office had very little actual handling . . . only the carrier delivery. No separation, no canceling, no routing! Just *delivery* . . . at 1½¢ *per piece*. (Compare this with the 2nd class rate enjoyed by Pittsburgh Press and other publishers. It is 1½¢ *per pound plus* 30% . . . just under 2¢ *per pound* with a minimum of ⅛¢ each. Can third class be called a "give-away" at 14¢ a pound . . . seven times higher than second class with a minimum of 1½¢ . . . fourteen times higher than second class?

3. The Pittsburgh Press would have you believe that the advent of non-addressed mail has turned letter carriers into pack mules. Actually, the amount of mail a letter carrier is permitted to carry is limited by Federal statute. It has been, and remains, a maximum of 35 pounds.

All other excess weight is distributed by truck to route distributing points for later pickup. The individual carrier isn't worried about extra weight or extra work. His hours are regulated by strict regulation. The volume of mail keeps him, or his needed assistants, on a job.

You can argue whether 35 pounds is too much for one man to carry. But this weight limit has not been changed, nor do postal authorities intend that any change, either upward or downward, will be made.

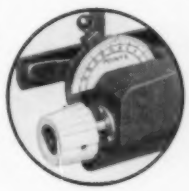
4. The charge that the delivery of non-addressed mail is delaying first class letter mail deliveries, is so ridiculous as not even to warrant an answer.

BUT — for the record . . . the post office delivers mail by class. *All* first class (letter mail) must be cased and routed before third

...here is the new

Vari-Typer®

POINT-SELECTOR
Any spacing between lines—from zero to 18 pts.—in calibrated 1/2 pt. graduations, by selecting the spacing desired on the dial.



IT RULES FORMS
Forms of any nature are automatically ruled with dots, dashes, hair-lines, double-lines, etc., at the push of a button.



NEW TYPE STYLES
The already large variety of changeable type styles is greatly augmented with additional designs to meet new special needs.



YOU ARE READING AN ACTUAL SPECIMEN OF VARI-TYPING

• Whatever process or method of duplicating you employ—stencil, litho-plate, offset, spirit, xerography, hecto, ozalid, etc., a VARI-TYPER machine will supply the type, attractive, and professional-looking—in any style or size desired, and with both margins correctly squared. Your office typist operates the VARI-TYPER—making any and every duplicating job look like an expensive piece of printing. The savings will make a deep slash in your printing and duplicating costs.

THE SIMPLEST DUPLICATOR IN YOUR OFFICE CAN NOW GIVE YOU QUALITY REPRODUCTION

• Electrically controlled impression, plus changeable type in true print-styles, combine to produce attractive, legible, and easy-to-run stencils and litho-plates. In addition, you can use a choice of highly condensed type faces to allow copy, normally requiring *two* sheets, to be condensed on *one* sheet—with complete legibility and clarity. Think what this means in time, material, labor and postage costs. Special carriages hold tracings up to 12 ft. in width or more, for engineering draftsman-lettering, forms, charts, graphs, etc.

RALPH C. COXHEAD CORPORATION
720 Frelinghuysen Ave., Newark 5, N.J.
Please send me Vari-Typer Booklet C-24
NAME.....
COMPANY.....
ADDRESS.....
CITY.....ZONE...STATE....



COPY BY VARI-TYPER
HEADS BY COXHEAD-LINER

Get brighter, cleaner copies with Hammermill Duplicating Papers



for mimeographing and spirit duplicating

Need 25 copies? Or 5000? Want the prestige of a paper bearing the Hammermill watermark? Or is low cost vital? Whatever the job, whatever your equipment, there's a Hammermill duplicating paper to meet your requirements. Let this chart be your guide to faster production of cleaner, brighter copies.

WHEN YOU NEED	USE THIS HAMMERMILL DUPLICATING PAPER	WITH THESE IMPORTANT ADVANTAGES
250 or more copies, quickly . . . white or colors . . . to win favorable attention.	HAMMERMILL MIMEO-BOND	"Air-cushion" surface provides faster production of up to 5000 bright copies from one stencil. Comes in a pleasing blue-white and seven colors. Takes pen signatures beautifully. Watermarked.
25 to 250 copies . . . fast . . . on white or colored paper . . . top quality.	HAMMERMILL DUPLICATOR	Brilliant copies on either spirit or gelatin type machines. Available in bright blue-white and six popular colors. Bears Hammermill watermark.
Over 250 copies on white or colors . . . looks and economy important.	WHIPPET MIMEOGRAPH	Good operating performance on stencil duplicator. Blue-white and six colors. Uniform quality.
Up to 250 copies . . . on white . . . at low cost.	WHIPPET DUPLICATOR	Performs well on both spirit and gelatin duplicators. Clean blue-white.



Printed headings make any reproduction job more effective. Ask your printer to show you how reports, price lists, sales letters, charts, bulletins, all become more arresting, and easier to prepare, with a well-designed, printed masthead.

HAMMERMILL
Duplicating
Papers

HAMMERMILL PAPER COMPANY, ERIE, Pa.

class mail can be touched. After the letters are handled, the postman distributes second class (consisting of newspapers and magazines). *Then, and then only* — are circulars and advertising matter handled.

There is no authenticated case in even one of the forty-odd thousand post offices throughout the country where a piece of letter mail has been delayed because of non-addressed third class matter.

For your information, however, there are dozens of cases where newspapers and magazines have been delivered long before important personal letters.

A lot more could be said about the Press's biased and unwarranted attack on a competing form of advertising. It would be interesting to ask the management of the Press how solicitous they would be if postmen started to complain about delivering their own newspaper.

It seems strange too, that in the photos that accompanied the articles, every time a postman was shown loaded down with mail, *he was loaded down with newspapers and magazines* (which their retoucher overlooked).

American business should be given, during these days of a sound economy, every possible opportunity to use all of the selling tools at its disposal.

We, the members of the Graphic Arts Association of Pittsburgh, one of Pittsburgh's largest industries, believe the Press has done a great disservice to advertising. You have painted a false picture.

All advertising is good . . . but each in its place is best. Morally, The Press has no right to misuse the freedom of the press in an attempt to destroy or injure another form of advertising.

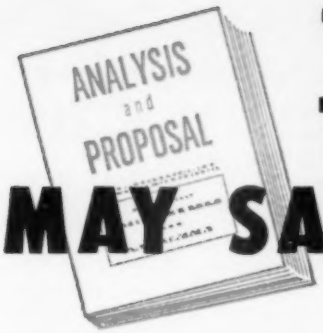
. . . Because it may be economically sound for an advertiser to use third class mail rather than the advertising columns of the Pittsburgh Press to advertise his wares, there's no reason to give to the Pittsburgh public a completely distorted and dishonest picture of advertising mail.

(Signed)————————————

Let's see what happens as a result of this letter . . . and let's hope that the new year will see some sort of sanity brought back into the advertising picture. The newspaper people may wake up and discover that by attacking direct mail, they are hurting *all advertising*.

* * *

One final note: While your Congressman is home, try to get a chance to talk with him about this situation. Show him the Pittsburgh letter in this issue if possible. We understand that there is quite a drive on behind the scenes to show Congressmen clippings of the articles appearing in the newspapers. Several Congressmen have already pledged to their newspaper friends that they will attempt in the next Congress to have restrictions placed against patron mail. Members of Congress should know the truth about the third class mail situation.



THIS INTERESTING TIME-COST STUDY MAY SAVE YOU THOUSANDS

only machine which AUTOMATICALLY INSERTS

1. gathers up to 8 enclosures
2. INSERTS enclosures in envelope
3. seals envelope
4. meters postage or prints postal indicia
5. counts and stacks



INSERTING & MAILING MACHINE MAKES HUGE COST REDUCTIONS

TODAY mechanized mailing is saving thousands for American business. Because *Inserting & Mailing Machine* does the work of dozens of clerks—it slashes payroll expense, saves supervisory time, reduces overhead and floor space. Owners are able to forget the chore of rounding up temporary help or the task of maintaining large mailing-room crews. Most important, they are free to mail when they please. At a fraction of former costs, the machine prepares 35,000 to 40,000 pieces per day... more than 150,000 per week.

See whether you too can save . . .

No need to mail in the millions. Many owners mail as few as 20,000 or 30,000 pieces per month, yet still affect tremendous economy. Your savings are not a matter of conjecture. They can be established easily by facts and figures. We will be glad to make a time-cost study of your mailing operation. Then show you how efficiently and economically the same work can be handled by *Inserting & Mailing Machine.*



How soon will your machine pay for itself?

Our Analysis & Proposal will answer this question and many others. Get this time-cost study.

INSERTING AND MAILING MACHINE CO.
PHILLIPSBURG, NEW JERSEY

GATHERS ENCLOSURES | INSERTS INTO ENVELOPE | SEALS ENVELOPE | PRINTS POSTAGE INDICIA | COUNTS & STACKS

A FEW OWNERS OF INSERTING & MAILING MACHINE

American Radiator & Standard Sanitary Corp. • Radio Corporation of America • O. M. Scott & Sons • Hotels Statler Co., Inc. • Beech-Nut Packing Co. • Bank of America • F. & M. Schaefer Brewing Co. • May Co. • Equitable Life Assurance Society • R. H. Macy • Metropolitan Life Insurance Co. • Wm. Filene's • Pacific Mutual Life Insurance Co. • Curtis Publishing Company • Gimbel Bros. • Popular Science Publishing Co. • American Automobile Association of New York • Automobile Club of Southern California • Readers Digest • Pecl: & Peck • The Cambridge Wire & Cloth Company • Bankers Trust Company • Doubleday & Company, Incorporated • First National Bank of Boston Associated Hospital Service of New York

INSERTING and MAILING MACHINE CO.
PHILLIPSBURG, NEW JERSEY R 12-54

☐ Please prepare Analysis & Proposal pertaining to our mailing needs.

☐ Send more information about machine.

Individual_____

Firm_____

Address_____

City_____ Zone____ State_____

Canadian Advertisers Answer
Most-Asked Questions About Direct Mail

Report On A Survey

Several months ago we mentioned that Gib Mackie, editor of *Provincial's Paper*, h.m. of Provincial Paper Limited, 388 University Ave., Toronto 2, Ont., Canada, was working on a survey among Canadian mail users to get the answers to nine most-asked questions about direct mail. Current issue (Vol. 19, No. 5) carries a digest of results of survey. Worth reprinting . . . for the records. Other articles in this exceptionally good issue by Leonard Raymond, 1954 Miles Kimball Award Winner and by Vic Perry of Canadian Post Office who incidentally was recently made a lifetime honorary member of DMAA . . . the third man in history so honored. Others were Homer Buckley, founder, and Nelson Wentzel, formerly of U. S. Post Office.

Envelope Enclosed Pieces vs. Self-Mailers

First, we raised the much discussed question whether envelope enclosed pieces are more resultful than broadsides and self mailers without an envelope. 80% of those replying definitely find the use of envelopes more effective. Over and over, our survey panel reported, "Envelopes pay for themselves, secure greater response, especially when the envelope is printed with a "teaser" or attention-getting message." Several had made tests of the same piece as a self-mailer and also envelope enclosed—the verdict was "envelopes bring much greater returns."

How About Sales Letters?

Second, we asked if sales letters and reply cards, either by themselves or enclosed with printed pieces, increased returns as compared with printed pieces and reply cards sent out alone. 84% reported "Sales letters always make mailings more effective, draw attention to the printed piece and reply card, improve response." One panel member said, "A processed letter enclosed with a printed folder invariably makes the whole effort more profitable."

The next question was whether personalized letters headed "Dear Mr. Jones" were more effective than letters with general headings, such as, "A Money Saving Deal for Hardware Dealers." Experience here was evenly divided. Half the replying panel found personalized letters more profitable—half said that general headings were just as good.

But there was one important qualification. Almost everyone agreed that personalized letters brought more inquiries and orders—but most respondents said that personalization did not pay-off on a cost-per-order or inquiry basis except on selected, highly preferred lists.

Third Class or First Class Postage?

Question No. 4—is third class mail more profitable than first class on a cost per reply basis—brought a clear-cut answer. 78% of the users find third class pays-off better, especially on mass mailings. Those who use first class restricted it to limited, carefully selected lists.

Our next question (No. 5)—asked what experience advertisers had with the relative effectiveness of metered mail as compared with adhesive postage stamps in increasing or decreasing response. 40% found response approximately equal from both types of postage, either first or third class. 40% found metered mail more effective—because the third class metered stamp closely resembles first class, gives third class mailings a "first class" appearance. 20% reported better results with adhesive postage. One panel member made a pertinent comment—"adhesive stamps are more desirable when first class postage is used, because it SHOWS that it is first class."

Does Good Physical Quality Pay?

Question No. 6 asked if top-grade physical quality pays its way by making a good impression and increasing confidence in, and acceptance of, the advertiser and his message.

Here again, answers pointed in one definite direction. 89% said they insisted on high-quality printing, paper and processing of direct mail material. One respondent said, "Whenever quality has been low, response has been negligible." Another said, "Better quality in letters and printed material repays its costs two-fold in response received." The 11% who had successful results with poorer physical quality, observed that they used such material on bargain offers and special deals, where the price appeal in the offer made, not the quality appearance of the approach was the principal factor.

Is Four-Color Printing Worthwhile Profit-Wise?

Then we brought up (Question No. 7) the profit value of four color-printed pieces in direct mail work, as compared with one or two color printing. As you'd expect, replies varied widely according to the type of merchandise offered and markets being reached. On style merchandise, some types of books, in electric appliance selling—and even in mailings to chicken hatcheries—four colors were found more profitable. One electric appliance company said, "We discovered that the savings from two color printing were false economy as compared with four colors."

General conclusion; "four colors in consumer mailings are less important in approaching industry"—"any use of colors, whether two, three or four, out-pulls black and white."

How About Business Reply Envelopes?

Question No. 8 brought up another oft-debated issue—is the use of business reply cards and envelopes more resultful than asking the prospect to pay his own postage. Experience was heavily (85%) in favor of postage paid envelopes and cards. But 15% of our panel members used both forms, according to circumstances.

For example, a firm mailing to doctors says, "If physicians pay their own postage, we get fewer replies, but they are better, more interested, and of

higher quality." General experience is, prepay the postage unless you are offering something of exceptional interest, or of high value, or want limited replies of superior quality, instead of the largest possible response.

Our final question (No. 9) was this—Do you ever send out reply cards or envelopes with first class adhesive stamps affixed to bring back the response, order, or inquiry? If you have, under what conditions and on what types of mailings, is this added expense justified?

Response to this query was limited, but interesting. Not many mailers have tried this technique. When they affixed return postage, they have done so on mailings to very selected, high-class, or limited lists. Also, on questionnaire or survey approaches, where the psychological effect of the attached stamp often increases response from 50 to 100%. Conclusion; this is a technique to test carefully, in special cases—one that should be experimented with on a small scale to determine its value before wider application.

Moral:

Every survey we think, should have a moral or guiding principle, for the information of readers. The survey results are interesting and should be helpful to many direct mail users. But, remember this general principle. The experience of others is simply indicative. *To know what's most profitable for your own business, you have to test every one of these factors, to your own market groups and on your own product promotions. That is the only way you can find out the exact formula, the precise combination of direct-mail elements, that will pay off best for you.*

MARK THESE DATES ON YOUR CALENDAR

September 12, 13, 14 1955

The 38th Annual Convention of the Direct Mail Advertising Association. Hotel Morrison, Chicago, Illinois. First time in many years convention will be held on Monday, Tuesday and Wednesday, instead of Wednesday, Thursday, Friday. Plan to get there Sunday and enjoy the sights and sites. Reporter headquarters will be opened Sunday noon, the 11th. The door will be wide open until the last bell.

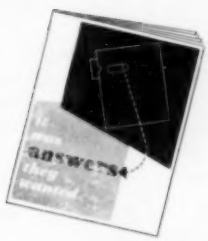
"The Penn Mutual has been using Reply-O-Letters for twenty years"



says

D. BOBB SLATTERY
Vice President
THE PENN MUTUAL
LIFE INSURANCE CO.

"We have mailed literally millions of Reply-O-Letters because our 2,000 salesmen believe in them. The Reply-O people have studied the life insurance business and assist us with copy and merchandising ideas. We now require our new salesmen to use Reply-O-Letters regularly in their first year — practically all of them continue to use it thereafter because of the plus business it means to them."



write for
FREE BOOKLET

We invite tests of 5,000 to 10,000 Reply-O-Letters from mail users who, when satisfied with the results, can then mail in larger quantities.

The booklet, "IT WAS ANSWERS THEY WANTED" makes good reading for anyone who uses the mails. Send for your free copy today.

the reply-o-letter



THE REPLY-O PRODUCTS CO.
7 Central Park West
New York 23, N. Y.
Sales Offices: Boston • Chicago
Cleveland • Detroit • Toronto



108 Displays like this one by the Graff Co. lined up in New York's Hotel Biltmore last month. They proved that the

ADVERTISING ESSENTIALS SHOW IS A MARKET PLACE OF NEW IDEAS

by **Dudley Lufkin**
Field Editor

If there is anyone who believes there is nothing new under the sun, particularly on the advertising horizon, we would like to refer him to the accomplishments of a young man by the name of Thomas B. Noble.

As president of Thomas B. Noble Associates, a New York firm specializing in full-color prints and transparencies, Tom thought it would be a good idea to get his prospects together all at once and show them the benefits of his specialized photo processing. While lining up his demonstrations, he got an even larger, Noble idea: "Why not put other new developments of advertising materials and services under one roof where prospects could come to see them all at once?" The outcome of the question was establishment of the Advertising Trades Institute, Inc., an organization whose main function is producing a lavish exposition called the Advertising Essentials Show.

On November 15, 16 and 17 the show had its third stanza at New York's Biltmore Hotel. While the first two were well-received by an enthusiatic and enlightened crowd, last month's Advertising Essentials Show proved to be the clincher that should entrench it as a yearly "must" on the advertising scene. Over 12,000 idea seekers poured through the hotel's Main Ballroom and adjacent rooms, taking in the "essentials" of 108 different advertising display booths. Enthusiasm was a high point during the three-day showcase for both exhibitors and visitors. One advertising executive reported that he found a premium idea he had been searching for and couldn't find for months. An exhibitor snared a high price contract for a big convention display the first day of the show . . . clinching the order right on the floor. Another exhibitor confided that he had been trying to get in to see a lucrative prospect for months without success. The exhibitor was happily surprised when the prospect stopped at his booth, looked it over, then casually remarked: "Young man, it's about time you asked me for an order. See me at my office on Monday."

In addition to the tremendous work chairman Noble and his A. T. I. staff puts into the show, one of the main reasons for its success is the fact that most exhibitors shy away from fancy "institutional" displays. They get right down to brass tacks, using solid "mail order" and retail approaches . . . asking for the order and selling their wares right off the floor. With P.O.P. displays flashing and moving, machines clacking, and salesmen talking it up, the show becomes a Madison Avenue midway of advertising miracles. As Tom Noble sums it up: "The show is an old-fashioned market place in a modern day setting."

Direct Mail Significance

What does a hotel show like Ad Essentials have to do with direct mail? Plenty. For one thing, quite a few direct mail shots were used in well-calculated advance promotion for the Advertising Essentials Show. We noticed particularly that many supply exhibitors who sell mainly to direct mail's so-called "competing media" used ad vance direct mail promotion remind-

ing their prospects to "See us at the Biltmore." Side by side in the aisles of the Biltmore were representatives from just about every competing advertising media . . . and direct mail seemed to play an important part of their being there.

Here was an important lesson for would-be down-graders of all media but their own . . . and particularly for the gentlemen of the press who have lately been throwing some rather sharp darts at the direct mail picture. For instance, we wonder if the 4th Estate might see some significance in the fact that one of their greatest suppliers, Atlantic Electrotype & Stereotype Company, stood side by side at the show with Sight 'n' Sound Enterprises, Inc. . . . an organization currently producing direct mail in the form of newspaper's old thorn-in-the-side—audio. The fact is, we doubt if the customers saw any significance, either. They were there to get ideas and information on how to sell their products. They got it equally as well from all media . . . with an able assist from direct mail.

Direct Mail "Hand-Outs"

It is surprising how many exhibitors seriously used the A. T. I. promotion labels supplied them to be affixed to their outgoing mail. Attendance of the show itself can be measured as a good direct mail return. Of the 80,000 tickets mailed out by exhibitors, over 12,000 came back as "live" inquirers.

Another interesting point was the product literature passed out at each booth. Nearly all of it was originally designed as a mailing piece. At a minimum, most exhibitors had a return reply card. Thousands were filled out then and there; but many more will be mailed in later. The post office may have lost some revenue on the printed pieces given out across the counter; but about 75% of the literature was designed as standard mail promotion with printed indicia. More of it should be mailed as follow-ups to prospect lists that were compiled in three days flat.

Direct mail is an important part of trade show planning that no exhibitor should overlook. And too, direct mail users themselves shouldn't overlook the wealth of adaptable ideas to be found at a show like Ad Essentials. It's impossible here to report on all the show's displays; but we'll give you a quick tour of some of the best crowd stoppers. Maybe you can pick up some ideas along the way:

● Admaster Prints, Inc., 1168 6th Ave., N. Y. C., showed some of their photostats



"THAT'S A FINE-LOOKING STATEMENT"

(and he's sure to read it from Buckeye Cover to Buckeye Cover)

LEADING corporation executives know that it pays to make the annual report more than a listing of assets and liabilities.

Today, the advertising manager or agency and printer join forces with the comptroller in preparing a report that serves as a powerful vehicle for cementing the goodwill of employees, stockholders, customers and suppliers.

The cover of the report booklet or brochure is of primary importance in making a favorable impression. That's why, in more and more of these publications, the cover is Buckeye—the famous cover stock, made of rags and finest purified woodpulp, whose color and texture and feel proclaim its quality.

Want sample sheets to use in preparing dummy of your 1954 report? We shall be pleased to supply them, on request.

BUCKEYE - BECKETT - PAPERS

THE BECKETT PAPER COMPANY

MAKERS OF GOOD PAPERS IN HAMILTON, OHIO, SINCE 1848

When you sell by mail here's a tip from the experts to profit by . . .

Many of the country's most successful mailers (large and small) ask us for our list recommendations before making up their test schedules. They know from experience that we can help them obtain the most responsive lists for their direct mail offers.

This same service is yours FREE for the asking. Simply return the coupon below and we will send you complete details about the lists which we believe will bring you the best results.

PHONE
ORegon 7-4747

CHARTER MEMBER
National Council of
Mailing List Brokers

WILLA **MADDERN,** INC.
215 Fourth Avenue, New York 3, N. Y

Please send us complete details about more responsive lists for our direct mail or mail order use.

Name_____
Company_____
Offer_____ $_____
Address_____
City_____ Zone____ State_____

There's only
One
DICKIE-
RAYMOND

DIRECT ADVERTISING
and
SALES PROMOTION
for 33 Years
★
Planning
Writing
Production

521 FIFTH AVENUE
NEW YORK

SHERATON BUILDING
470 ATLANTIC AVENUE
BOSTON

made on acetate. Wonderful for overlays on multi-colored artwork.

● The Patafios of Ambassador Letter Service Co., 11-13 Stone St., N. Y. C., were on hand to show samples of some of their beautifully processed letters.

● Bourges, Inc., 80 5th Ave., N. Y. C., had one of the most modern, attractive exhibits in the show . . . demonstrating new art materials and techniques to create economical color copy.

● Dexter Press, Inc., 501 5th Ave., N. Y. C., amazed the crowd with their full color post cards at remarkably low prices.

● Direct Advertising Associates, 21 E. 40th St., N. Y. C., showed the fine job of direct mail creation they're doing . . . with some samples of recipe booklets and other top-flight pieces.

● Dunhill International Lists Co., 565 5th Ave., N. Y. C., sold their directory of purchasing agents and explained the list business to new d.m. users.

● Ralph C. Coxhead, 720 Frelinghuysen Ave., Newark, N.J., demonstrated their Coxhead Liner and Varitypers, showing new improvements on the famous cold type combination that puts a composing room right in your office.

● The Everlite Co., 40 E. 23rd St., N. Y. C., had a new gimmick that can be used as imprinted premium. It's a magic cellulose sponge that lies flat for easy mailing. When dipped in water, it expands to normal thickness.

● Filmotype Sales Co., 4 W. 40th St., N. Y. C., showed their compact film type machine with a $45 per month rental plan.

● Fragrance Process Co., 73 Sullivan St., N. Y. C., kept the exhibit hall smelling pretty. They manufacture scented compounds that can be applied to promotion pieces after printing. Smells on hand: Coffee, chocolate, strawberry, tobacco, leather, maple, butter, etc. They'll develop others. Understand they are working the smell of new cars for dealer promotion.

● General Binding Corp., 79 Madison Ave., N.Y.C., had a large display of their binding possibilities. The range of formats was tremendous.

● Gestetner Duplicator Corp., 50 McLean Ave., Yonkers, N. Y., showed their new duplicator Model 620 in action and passed out packets of stencil-produced work that nearly reaches multilith quality.

● The Graff Co., 1 E. 53rd St., N. Y. C., explained their packaged and made-to-order promotions, including the house magazines they create for several companies.

● Green Duck Metal Stamping Co., 55 W. 42nd St., N. Y. C., gave out samples and prices on their unique "Ad Clip" . . . paper clips containing imprinted message.

● Halber Corp., 4151 Montrose Ave., Chicago, Ill., used a small closed-channel TV hookup to show the innerworkings of their Typro photo composing machine.



Direct Advertising Associates, 21 E. 40th St., N.Y.C., showed some printed "masterpieces."

● Allen Hollander Co., Inc., 385 Gerard Ave., N. Y. C., had hundreds of label ideas. One of the best was Miro Brite metalized plastic, die-cut into a number of familiar forms. AH calls them Glimmicks.

● Mark 'n Andy, Inc., 145 Grand Ave., St. Louis, Mo., was another labeler specializing in ready-to-stick tapes. They passed out clever stickers repeating that sign in S. D. Warren Co.'s labs and reported in the *Reporter's* October Convention Report: "Before You Louise It Up—THIMK!"

● Moss Photo Service, Inc., 350 W. 50th St., N. Y. C., had their usual pretty model displaying their usual low cost photos.

● Arthur H. Nellen, Jr., Broomall, Pa., sold his new invention, Copi-Counter, a small dial instrument for counting typewritten lines on a page and characters in a typewritten line.

● Orchids of Hawaii, Inc., 54 W. 56th St., N. Y. C., had some added premiums to their line of orchids for giveaway promotions. They've got a large selection of growing premiums — from mistletoe to live baby palm trees.

● Publicity Searchlight Co., 52 W. 53rd St., N. Y. C., wowed 'em with giant searchlights and Wendy, the world's only walking mechanical elephant.

● Sander Engraving Co., Inc., 441 Lexington Ave., N. Y. C., recaptured the lost art of wood engraving with a demonstrator showing how their new process turns out wood cuts of high quality at low cost.

● Sight 'N Sound Enterprises, 22 Reade St., N. Y. C., producers of promotion pieces with phonograph records right in the page, passed out samples of their postcards with small records built in. The "printed record" idea is also upcoming for the back of 50,000,000. cereal packages.

● Sloves Mechanical Binding, 601 W. 26th St., N. Y. C., helped to work out many visitors' binding problems with ideas from the Sloves file.

● Taylor-Merchant Corp., P. O. Box 52, Cathedral Station, N. Y. C., has developed a small folding stereo viewer selling for

about 47¢. Excellent for mailings. It comes in a small envelope, packed flat with cardboard transparencies. They've also got a small cardboard camera worth investigating.

● Tele-Rama, Inc., 165 Hudson St., N. Y. C., drew a terrific crowd with their shadow boxes that have moving display transparencies.

● W. H. Watt Advertising Agency, Radnor, Pa., got a terrific reaction to their "It's Hot" firecracker mailing piece and "Float A Key" imprinted premium for mailings to fishermen.

● The *Reporter* booth was kept busy recommending direct mail sources . . . and plugging the mail order and industrial features. Hundreds of questions about direct mail were answered. Many of the enthusiastic direct mail questioners (who wanted to see campaigns) were directed to the DMAA. Others subscribed and bought booklets.

There you have it . . . only a small sampling of Tom Noble's big idea. What did direct mail have to do with it? We still say plenty. If you write to any of the above addresses for additional information, you'll prove it. Even if you don't, three days last month in the Biltmore have already proved there *is* something new under the sun. It got there with some big help from little postage stamps.

SOMETHING NEW HAS BEEN ADDED

The following humorous bit of employee relations comes from Reid Vance, Ohio Printers Federation, 30 E. Broad St., Columbus, Ohio. It's a new approach to the labor-management problem:

TO ALL EMPLOYEES

Due to increased competition and a keen desire to remain in business, we find it necessary to institute a new policy — effective immediately.

We are asking that somewhere between starting and quitting time, and without infringing too much on the time usually devoted to Lunch Periods, Coffee Breaks, Rest Periods, Story Telling, Ticket Selling, Vacation Planning and the Re-hashing of yesterday's T. V. Programs, that each employee endeavor to find some time that can be set aside and known as the "Work Break."

To some this may seem a radical innovation, but we honestly believe the idea has great possibilities. It can conceivably be an aid to steady employment, and it might also be a means of assuring regular pay checks.

While the adoption of the Work Break plan is not compulsory, it is hoped that each employee will find enough time to give the plan a fair trial. It is also hoped that those employees not in favor of adopting the Work Break idea, will have fully completed their vacation plans.

THE MANAGEMENT

TENSION RELIEVERS

TENSION ENVELOPES-TENSION ENVELOPES-TENSION ENVELOPES-

Advice From An Expert

Reporter's Note: Following the appearance on October 20 of the Wall Street Journal's story on how various people and companies were successfully using direct mail (gathered at the Direct Mail Advertising Assn. convention) . . . Ralph Curtis of the Ross-Martin Co., 423 E. 4th St., Tulsa 1, Okla., received a letter from a businessman in a distant city. It read, in part, as follows: "We read the Mailbox Melee in the October 20 Wall Street Journal regarding the success you have had with your direct mail advertising. We've tried several mail campaigns—one totaling 50,000—and have always had discouraging results. We know that we are missing the boat some place along the line. Would you mind sending me samples of your advertising? If we are going to imitate, we want to imitate the best." Ralph sent us a carbon copy of his answer. Perhaps we should be more modest and not reveal the part which praises The Reporter . . . but the answer is an excellent example of the right way to tell a discouraged businessman about direct mail. So here is the whole story with the individual's name removed.

Dear Mr. Blank:

I talked to a man recently in St. Louis whose business is bookbinding. His family has been in the business for forty years. This man said to me, "I added some new products to our line recently which I considered a 'natural' to sell by mail. So I prepared some letters and mailed about 5,000 of them and nothing happened! I've done this time and time again on certain items but I never get enough orders to pay for the postage. Here, take a look at this advertising. What's wrong with it?"

Without glancing at his advertising, I pointed in the direction of his plant and said, "You certainly do beautiful work here. This new product you've introduced is a honey and it CAN really be sold by mail all over the United States. But if you turned me loose in this plant to make some of your products, I sure would mess things up."

He said, "Oh, I get it. You don't think I can write advertising, huh?" He seemed amazed to think I would be so brutal as to tell him he couldn't do a simple little thing like that. My reply was, "Well, you've tried several times and admit you got very few orders."

Advertising has been my business for many years. I learned it by studying, then by writing copy, trying it out, examining it when it flopped, rewriting, and following the ideas of the boys who did get results.

You are starting on the right line by taking copy that has worked and studying it. And I am enclosing copy that has worked so you can analyze it.

But that won't make you write copy that works. There's more to it than that. Much of the copy I am enclosing has worked because of prior build ups, which also worked, but maybe not as good as later copy did.

Years ago, when my initial sales letters went out, the returns were not as good as they are today. That's because most of the people never heard of us. Some bought. Others were skeptical. But I kept mailing to them, and finally they'd heard our name so often they ceased to be skeptical and bought. Then when we got a large list of regular customers, they'd keep coming back with orders. So our cost of selling began to decrease.

The Wall Street Journal story you read is a typical one. If we had not sent out that mailing, we would have had some sales come in anyway, but they would have been small. But since the mailing was sent to prospects who had heard of us before and since it was also sent to customers who had bought before, we had everything in our favor. I'll admit the returns were much better than I had expected, but we had to work hard to put the old sales pitch into the copy in order to induce even old customers to come back and buy again.

I'm enclosing a copy of the June *Reporter of Direct Mail Advertising*. That issue will give you a little more of the story. But I also would like to make some other suggestions which will help you much more than just trying to imitate another's letters. After reading my article on page 20, turn to the next page entitled "A Miniature (and economical) Direct Mail Training Program." True, it's an ad by the publisher. But I'd like to suggest that you do two things:

1. Place an order for the entire 10 pamphlets.
2. Also enter your subscription to the magazine.

You'll get an education from the 10 pamphlets. You'll also get more knowledge by keeping up with each month's issue. Their September issue was a dandy. Maybe you could talk them into furnishing you a copy of the September issue with your subscription at no extra cost.

Then, if you're really anxious to find out how to improve your mailings and get better returns, you'll be on the right track by studying the above material and reading each issue of the magazine religiously.

I want you to know that I do appreciate your writing me about your problem. You've got a business which, no doubt, could be increased many times its present size if you send out the *right kind* of direct mail inducements.

But first, go to headquarters for your real helps. My letters are good to have around. But Henry Hoke, the editor, and his staff can really do you worlds of good. I hope you won't put this off. Roll up your sleeves and start digging. They'll help you.

Cordially yours,

(Signed) Ralph T. Curtis

Reporter's Note: In the October Reporter, a Short Note asked: "What is the best way for an intelligent, aggressive young fellow to work his way into big-time direct mail? Where should he start looking?" We invited readers to send in opinions. The best answer so far also came from Ralph Curtis. Here it is:

You ask what folks should be told when they want to know how to get into big-time direct mail advertising. If they really are serious, here's one sure-fire way to get in:

Select a large, (if possible) well-known (if possible, in the applicant's community) company which is doing an outstanding job of selling by mail.

Select one of the products that company is successfully selling by mail. Get all the information possible about it. Also find out the price and the nature of the offer the company permits to be made.

Now — prepare the copy the applicant thinks will sell the product. Give it all you've got! Try your best. When you're satisfied you've prepared a WINNER, manage to get in to see the person in that company who has the authority to hire direct mail copywriters. Ask for the job — and show your copy to prove they need you.

That's one sure way to get hired. That's the way this writer got a job with a big-time company when jobs were scarce and when the pay was low. His copy enabled him to get more starting salary than they had expected to pay.

Of course, the applicant may have to select another big-time company or two in case No. 1 just can't use a copywriter today.

HOW TO WRITE A SALES LETTER

Merral A. Fox, President of Fox Advertising Co., The Park Plaza, Charles & Madison Sts., Baltimore 1, Md. made one of the best copy presentations at Boston DMAA Convention . . . also later at Mail Advertising Club of Chicago. But in both instances, no one succeeded in getting adequate notes. Merral is a fast extemporaneous talker . . . and his listeners are usually so busy listening they don't have time for notes.

So we wrote to Merral and asked him to give us a description of his talk. His answer takes some sort of a cake for breeziness and briefness.

Here it is . . . exactly as written:

Quote: I mentioned whatever came to my head at the convention, Henry, with the exception of the pretty legs on a girl in the front row.

As for a description of my talk:

It was as simple as this: Working on the assumption that nobody was going to read my letter, no one was interested in my copy, not a soul cared a hoot about what I had to say or what I had to sell, I took it on from there, and did my best to arouse their interest.

The first paragraph, as you know, is always a tough one. So I put as much of an electric shock in it as possible, to get them into the second paragraph.

There, I exploded a little bombshell to keep their interest aroused, and to get them into the third paragraph.

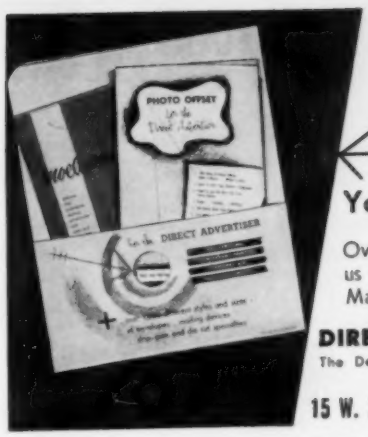
When they reached the third, I had an opportunity to do a little selling.

I didn't take advantage of their good nature, so I kept my selling paragraph as short and as concise as possible.

I wooed them into the fourth, dropping a fourth of July firecracker to keep up the momentum, put a bit more commercial in it, and prayed that they would get to the fifth paragraph. . . . where I asked for the order.

I hope that is what you want to know. **Unquote.**

Seems like that's a pretty good formula for writing. Only trouble is . . . you've got to have enough ingenuity to invent or discover the appropriate electric shocks, little bombshells and firecrackers. Merral pulls them out of the air.



IDEA KIT
for the Direct Advertiser
Yours **FREE** for the asking

Over **8000** direct advertisers have found in us a **"different"** source for envelopes and Mail-Vertising pieces. How about **YOU?**

DIRECT MAIL ENVELOPE CO., INC.
The Department Store of "Ideas for the Direct Advertiser"
15 W. 20th St., New York 11, N. Y. **WA 4-0500**



GET THE FACTS!
PHOTO-ENGRAVING COMPLETELY EXPLAINED TO THE LAYMAN

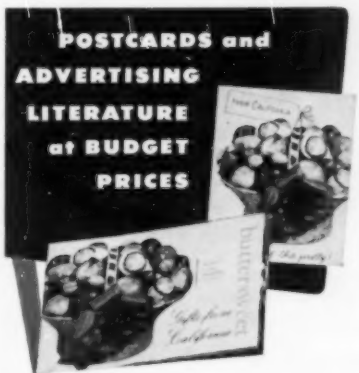
Now—"brush-up" with this modern, complete and fully illustrated guide to correct photoengraving methods. *108 pages—Lavishly illustrated in black and white, and color*

$2.00 per copy

And don't forget Horan's "around the clock" service whether your problem is black and white, bonday or color process.

HORAN ENGRAVING COMPANY, INC.
44 WEST 28th STREET, NEW YORK 1, N. Y.
Tel. MU 9-8585 • Branch Office: Market 2-4171
Please send me (prepaid) _____ copies of your 108 page revised book, *"The Art and Technique of Photo-Engraving."*
My check for $_____ is enclosed.
Name_____
Street_____
City_____ State_____

POSTCARDS and ADVERTISING LITERATURE at BUDGET PRICES



You, like Buttersweet (Day and Young), can secure postcards and all forms of direct advertising literature at budget prices. Write today for samples and information to the nearest Crocker office.

Dept.. R-12

H.S. CROCKER CO., INC.
SAN FRANCISCO, 720 Mission • LOS ANGELES, 2030 E. 7th
CHICAGO, 350 N. Clark • NEW YORK, 100 Hudson
BALTIMORE, 1600 S. Clinton

JARED ABBEON SAYS:

"For free lance copy writing, publicity releases and counsel, get in contact with the top man."

Franklin C. Wertheim
179-15 Jamaica Avenue
JAMAICA 32, N. Y.
AXtel 7-1200

"P.S. Moderate Fees."

Ralph E. Harris Associates



Heaven letters • Addressing
• Photo-offset printing •
• Multigraphing •
Addressograph Plates Embossed
914 Walnut Street, Philadelphia 7, Pa. } *MArket 7-7152*

HOW TO WIN NEW MAIL ORDER CUSTOMERS IN VOLUME FROM

63,000
SELECTED
INSURANCE AGENCIES

A special pre-tested list. In two groups according to number of insurance companies represented. Excellent results being reported on several offers. Arranged geographically. Owner will return empties.

Write Dept. R-24 today for MOSELY List Card M-7700.

Mosely

MAIL ORDER LIST SERVICE, Inc.
38 Newbury St., Boston 16, Mass.
NEW MAIL ORDER CUSTOMERS IN VOLUME

DIRECT MAIL AND MAIL ORDER

COPY

Writer of Mail Order Letters that bring back orders and cash . . . Contacting Letters that create and maintain good will between salesmen's calls . . . booklets, folders, brochures, house organs, circulars that do the selling jobs you want them to do. Fully indorsed by a nation-wide clientele. Winner of two DMAA Best of Industry Awards . . . Dartnell Gold Medal . . . editor of IMP, "the world's smallest house organ."

ORVILLE E. REED
106 N. STATE STREET
HOWELL, MICHIGAN

Why Not Use A
PREMIUM or FREE GIFT
To Boost Direct Mail Results!

● Want to increase response from either your "hot" or "cold" lists? It can be done with a worthwhile PREMIUM or FREE GIFT offer. Now—for the first time—you can offer a valuable subscription to PICTURE PROGRESS, the sensational new educational comic book series, widely acclaimed by parents and teachers. PICTURE PROGRESS has huge proven popular appeal, is very low in cost. For complete details on how PICTURE PROGRESS can help YOUR direct mail sales, phone or write:

GILBERTON CO., Inc., Publishers
WAtkins 4-7040
101—RM Fifth Ave., New York 3, N. Y.

GRIPES of the MONTH

● Many kicks coming in from mailers of the misuse of their business reply cards and envelopes. One DMAA member received more than 200 empty envelopes in a month. Some contain ad wisecracks . . . others nothing.

Ed Walker of Kozak, Batavia, N. Y., prints this notice on the back flap of his business reply envelopes: "Important notice . . . The use of this envelope for purposes other than the purpose for which it is sent is contrary to postal regulations and will be dealt with accordingly." One was received from Trenton, N. J., with large handwritten " no foolin' " underneath the notice.

A joker by the name of L. S. Griggith, Amboy, Ill., has a rubber stamp which he imprints on permit envelopes and returns. The copy reads: "You are helping meet the post office deficit. Thanks."

Another screwball in Flushing, N. Y., seems to be gathering business reply envelopes and mailing them with a note enclosed which reads: "Gentlemen: Third class mail increases the deficit of the postal service and degrades the mail carrier to a packhorse. Please permit me to help reimbursing the Postmaster General by mailing back your return first class mail. Thank you. An annoyed taxpayer and customer."

A Houston, Texas, mailer received one of his business reply cards postmarked from Orange, N. J., with the following message typed on it: "We do not patronize business organizations who advertise by third class mail. The Post Office Department is already running on taxpayers' money. Why should we support your organization?" The identifying name and address imprinted on the card had been carefully scratched with a knife and covered with india ink.

Most of this trouble has been caused by articles such as those which appeared in Reader's Digest and in many newspapers around the country. Following the Digest article, we know of one large publisher who received hundreds of letters asking that names be removed from the mailing list because recipients would not do business with a company which was operating their business "at the taxpayers' expense."

The newspapers have fed the flames by printing stories or letters-to-the-editor suggesting this sort of activity. As reported elsewhere, the newspapers have done a disservice to *all advertising* by asking the public to frown upon direct mail. Maybe the furor will all die down, but we suggest that those who receive permit envelopes such as those described above . . . submit to your local postal inspector if there is any reasonable chance of tracking down the culprits.

● The Post Office Department is warning the public about a new racket originating in South America. Classified ads are placed in newspapers throughout the USA along the following lines: "Board wanted for 14-year-old South American boy in family home for long term. Good monthly payments." Those who respond are offered substantial sums to take care of a child if they will send a $20 "intermediary fee." Nothing ever happens after that and the newspapers do not get paid for the classified ad. So warn your friends against this new racket.

Sketches and finished drawings direct to your desk by mail

ART WORK BY MAIL WRITE FOR BOOKLET

RAYMOND LUFKIN 124 West Clinton Ave., Tenafly, N. J.

• Justifiable gripes continue from people who are placed on the "complimentary list" of a trade magazine. After a few months, a letter is received saying no more copies can be sent unless "enclosed invoice" is paid immediately. The invoice looks very authentic . . . and many people object to the deception.

• Watch your timing, folks! On November 4, 1954, *The Reporter* office received a beautifully printed, new catalog from one of the world's famous booksellers . . . offering Christmas gift lines. Prominently displayed on page 6 of the 24-page masterpiece was: "A saving for readers who order now" . . . concerned with a new book. A special price was offered for all who ordered "before midnight, October 30, 1954." Special offers are no good if the time limit has expired before the recipient receives the news.

• Here's another gripe which should be watched . . . often worse than poor timing. Example: A lady in Winnepeg, Manitoba, Canada, recently received a card from a Seattle, Washington, firm inviting her to *drop in and receive a free gift.* How her name got on the mailing list, she doesn't know. She might have been induced to go to Grand Forks, Fargo or Minneapolis to pick up the gift . . . but Seattle was a little bit too difficult.

• Under the new New York State laws regulating charity solicitation . . . what's going to happen to the outfits who send out so-called contribution books with simulated signatures of contributors? The New York law requires that charity organizations must obtain the consent of all individuals used in solicitation literature. If the names used in the simulated contributors' book are faked . . . what then? If the names are real . . . does the charity organization have an affidavit from each of those listed? Makes an interesting question.

• What's this? A list operator in Akron, Ohio, is mailing a peculiar form letter to various individuals. He offers to supply a list of 2,000 Methodist or Baptist ministers if the recipient will mail him a late telephone book from his town. We cannot exactly understand why it wouldn't be cheaper for the promoter to order the telephone book for 50¢ or 60¢ from the telephone company.

PENINSULAR PAPER

GIVE YOUR DIRECT MAIL AN EXTRA COLOR



USE DUPLEX COVER . . . a one-color-one-side, white-on-the-other-side stock . . . an excellent paper for giving bulk and stiffness to booklet covers, menus, mailing cards, and brochures. Its main feature is that you start off with a two-color job for the price of one.

● ● ●

Duplex Cover is a heavy stock; comes in one weight (200 lb.) and can really stand the gaff. Available in 11 colors (one side), white on the other. All antique finish.

●

A Peninsular Duplex Cover sample book is yours for the asking. Just write or use the coupon.

PENINSULAR — SINCE 1867

PENINSULAR PAPER COMPANY • YPSILANTI, MICHIGAN

Send me a Pab Cover sample book please . . . plus a list of nearby merchants who can supply sample sheets and dummies. Would also be interested in seeing ( ) Tuscan Cover ( ) Zamora Cover ( ) Duplex Cover.

Name _____ Title _____

Company _____

Address _____

City _____ Zone _____ State _____

• The Better Business Bureau of Kansas City recently uncovered a fine racket. A Los Angeles outfit was offering 14 miniature old-time cars for $1. What recipients got was a paper-thin sheet of plastic about 5" x 12". On this sheet is imprinted in dull brown and red, an illustration (more like a sketch than a photo) of 14 different early cars. Much different than the advertising inferred . . . that the cars would be miniature models.

• Watch your mailing list! A large New York publisher recently mailed a press release to *Postage and The Mail-bag* at an address on 19th Street in New York. It finally reached this reporter . . . through devious channels. PATM was discontinued in 1937, but the 19th Street address dated back to 1927, at which time PATM was moved to Brooklyn. That's just about a record for an outdated mailing list.

• A lady in Rochester, who represents a large offset printing corporation, got in Dutch with how many (?) recipients by starting her letter: "My Dear." Nothing more. The idea might get immediate attention, but it is just a little bit too chummy on the part of a lady whose advertising agency prospects she has never met.

• Herman Herst, Jr., stamp dealer of Shrub Oak, N. Y., kicks about an item in the July *Reporter* in which we reported that "up until 1911 the Post Office had never used a stamp cancellation die of an advertising nature." Herman gave us the whole history. The earliest slogan on record was actually from the 1840's. At that time postmarking devices were paid for out of the pockets of postmasters themselves. But as far as postmarks in the sense in which we know them today, Herman believes that the first example would be the one advertising the 1876 Philadelphia World's Fair. Between then and the turn of the century, virtually every exhibit of importance followed the same procedure. After this when we mention Post Office history, we will check with Herman first.

• George Dugdale, of The Drumclift Co., Towson 4, Maryland, thinks we ought to take a crack at the Post Office for its antiquated rules concerning die-cuts on mailing pieces. On a die-cut window piece (where the address shows through the window) you must not have any other die-cut of any nature. This rule was instituted to prevent slowup and damage of the mail . . . one piece catching in another. George has shown us samples on which he was turned down by the Post Office and on which he thinks there could be no logical complaint. One of these days, Post Office officials may change their minds. There has been an increasing tendency during the past several years to simplify regulations and to ease up on restrictions. Best example: The insert in the September issue of *The Reporter*. Publishers are allowed to accept die-cut inserts with horizontal and/or vertical folds.

• Why do they do it? Three examples arrived this month without any name or address on the mailing piece. An offer of processed, embossed business cards arrived on a letterhead with no company name, address or city. The order form was equally unspecific. The recipient who was interested had his secretary dig the envelope out of the wastebasket. It carried the sender's name as a corner card and a postmark from Wilmington.

• A big printing outfit in the mid-west mailed a beautiful, 8-page booklet-type folder concerning art in printing. Four-color processing. Beautiful! But we, too, had to insist on a search of the wastebasket to find the envelope in which the specimen came. It was finally discovered because the en-

ATTENTION!

Envelopes for direct mail must *command* attention to pull the reader into your sales message. Your mailing envelope should arouse interest that brings the prospect to your message in a favorable and receptive frame of mind.

Want to see samples of the kind of envelope that will do the job? Just fill in the attached coupon and mail it today.

mail this coupon TODAY

CUPPLES-HESSE CORPORATION 4171 N. Kingshighway Blvd., St. Louis 15, Mo.

YES—please send samples • name _____

firm name _____ title _____

address _____

velope carried a teaser relating to the title. Our friends in Sioux City, Iowa, should be sure to put their name and address on the balance of the booklets in this series. Also in the no-address class are a number of advertising clubs around the country. We get releases from most of them, but only diligent detective work revealed that an exceptionally good one this month came from Kansas City instead of Baltimore, Maryland. The moral is: Envelopes and inserts often get separated. Put your name and complete address on *every piece* which is a component part of any mailing. Incidentally, another direct mail piece received this month rambled around about a special rental mailing list offer . . . but nowhere was there any mention of price or such insignificant details.

• This reporter sure stuck his semantic neck out in the June Gripes column. In discussing the charity situation we wrote: "This reporter believes in and will support all good charitable drives." Several of our friends wrote and asked us why our personal contributions were not listed in their records. Our only answer was that we are on the mailing list (for editorial reasons) of practically every charitable organization in the world and if we subscribed to all of them, even in a modest amount, it would take a whole lot more money than we could afford (or have). We of course meant that we are morally supporting every legitimate charity and are combating the racketeers and fringe cases which discredit legitimate charities in the minds of the public.

• Oh, my! Don't have the heart to mention the name in this case. But a large national manufacturer of consumer gift merchandise recently mailed a very expensively printed indexed folder to buyers of bulk Christmas gifts. The folder was obviously planned by an advertising agency and produced by a printer who knew how to exude quality. The cover was even laminated with protective plastic coating. The folder contained beautifully printed suggestions for company imprints on gift merchandise. But the whole darn effort was ruined by the insertion at the last minute of a mimeographed bulletin. We, of course, have nothing against mimeographing, but this one was atrocious. Stencil must have been cut with a wornout typewriter. Some of the characters were unreadable.



BRINGS YOU A NEW
MEDIUM OF ADVERTISING

electronic system of selling

1. Tells you what *kinds* of families are most likely to buy your product or service (based on their predominant economic and social characteristics), and
2. Then directs your selling efforts ONLY to that KIND of families—locally, OR *across the nation!*

Whether your best prospects eat catfish or caviar, wear mouton or mink, live in cold-water flats or country estates . . .

SELECT-O-NOMIC Advertising PINPOINTS and SELLS them with amazing EFFECTIVENESS.

Find out how this unique new MEDIUM CAN SELL FOR YOU.

WRITE, WIRE, or CALL for the SELECT-O-NOMIC Story today.

NATIONWIDE CONSUMER SELLING THROUGH ELECTRONICS

Gentlemen:
Without obligation, please send me the FREE booklet entitled "SELECT-O-NOMIC ADVERTISING and YOUR Company."

NAME _____ TITLE _____
COMPANY _____
ADDRESS _____
CITY _____

CML CHICAGO MAILING LIST CO.
435 No. LaSalle St.
Chicago 10, Illinois
Ph. Superior 7-3785



DES MOINES 14, IOWA • 1912 GRAND AVENUE • PHONE 4-4126
Iowa's Own Envelope Manufacturer

Eli Kogos

INDUSTRIAL LIST BUREAU

WEBSTER, MASSACHUSETTS

13 MECHANIC STREET
WEBSTER 2780



New TR. Jr. TRAVELING RACK
CUTS MAILING COSTS

Ten Hook-On Trays speed up printing, mimeographing, sorting, inserting . . . keep things moving in the mail room. Write for folder

Markol Metal Products Incorporated
255 Mill Street Rochester 14, New York

HARRY VOLK'S NEW JUNIOR
CLIP BOOKS 1.75 PER MONTH

America's top ready-to-use art service. Just clip and paste. Write for sample issue FREE! No obligation.

HARRY VOLK JR. ART STUDIO
PLEASANTVILLE 10, NEW JERSEY

Want To Make Your Direct Mail Fund-Raising Appeals More Productive?



Then let me tell you how I have helped make other appeals more effective and how I could help you increase your direct mail percentage of returns and net dollar income.

WILLIAM M. PROFT
27 Washington Pl., East Orange, N. J.

DIRECT MAIL HOUSE USES RADIO

With all the bickering going on *against* direct mail by another medium . . . it's a real pleasure for a direct mail publication to give a case history report of the successful use of another medium to sell direct mail.

Best way to tell the story is to quote major parts of a letter received from Morton Adler, General Manager, Cassidy-Richlar, Inc., N. E. cor. Broad & Washington Ave., Philadelphia 47, Pa. (the Philadelphia zone office of Advertising Distributors of America, Inc.)

After all . . . since radio uses so much direct mail to sell its time, why shouldn't we give radio a pat on the back? Here's the report:

I shall attempt in the next few paragraphs to tell you why we are spending a good part of our advertising budget on radio time and try to give you a little idea of what it has done for us.

Late last Summer we decided that we were missing the boat with a great many prospective advertisers because they did not know of our existence.

We have nine men on the street constantly making new calls, but in a city the size of Philadelphia, we were just scratching the surface. Our problem was how to reach all of our potential with one mass message. We debated using our own media, direct mail. But, since we had used it in the past, we decided that this time we would try something new.

We talked with our advertising agency who advised us that the Notre Dame football game sponsorship in our area was available and they suggested that this might be a way to reach advertising managers and executives in the areas we were not touching. We realized, of course, that there would be a tremendous amount of waste in circulation in the radio broadcasts. But, after considerable debate, we decided to take a chance and sponsor these games on the theory that here was the best way for us to reach the greatest number of prospective Cassidy-Richlar customers collectively!

Our first game was on Saturday, September 25. For two weeks before the game, WPEN (the local outlet for the Notre Dame chain) carried twenty-four spot announcements each day stating that Cassidy-Richlar was to sponsor the Notre Dame games. They also gave us twenty-six billboards scat-

tered strategically throughout the city on which they announced that WPEN was carrying the games and that Cassidy-Richlar was the sponsor. Copy for the commercials was written by Fein Schwerin, our advertising agency.

Our first commercial was slanted towards acquainting the public with the fact that we were Direct Mail Specialists; that our salesmen were ready to contact prospects upon receipt of a telephone call. We have since changed the copy slightly so that we are now, each week, explaining our departmental breakdown and going into detail regarding the function of each department.

On Saturday, November 6, our local University played Notre Dame and on the day before the game we sponsored a luncheon at the Warwick Hotel to which we invited all of our customers. This luncheon was addressed by Moose Krause, Notre Dame's Athletic Director and Joe Boland, who is broadcasting the games. The luncheon drew a capacity group and was given much attention on the sport pages of our local newspapers.

The results of our program have, so far, been astounding. We can directly trace a large monthly order to our sponsorship of the games. We are negotiating with another large company who called us in because their Advertising Manager listened to the games. We have been virtually swamped in the early part of each week following the broadcast with new prospects calling for prices. All in all, the experiment, in our opinion, has been a great success. We intend to continue with some sort of a radio program after Notre Dame has finished its schedule.

INTERSTATE MAIL ORDER TROUBLE

The New York State Commodity Tax Bureau is clamping down on mail order buyers of cigarettes from out-of-state firms.

Bureau assistant director James L. LaMotte reported last month that they have possession of the customer list of a Virginia mail order company; and from it, they expect to collect some $150,000 in taxes on cigarette orders dating back to 1949. The list totals about 40,000 people who bought by mail to save the 30-cent-per-carton state tax.

Mr. LaMotte didn't mention any tax indications for the mail order firm itself; but he did point out that there has never been a state tax exemption on mail order cigarettes. The bureau intends to give the 40,000 mail order buyers just 24 hours' notice to pay the 3¢ per pack tax on all they've ordered. If they don't pay up, a 50% of the total tax fine will be imposed . . . plus an additional 1% for each month's delay.

No mention was made of how much it will cost the bureau to make the "mail order" collection; but 1,500 smoke-by-mail customers have already sent in approximately $40,000 of the delinquent tobacco taxes.

Interstate Mailings Bring Law Suit

In another mail order wrangle, Bell & Howell Company announced last month that they have filed suit against Imperial Enterprise, Inc., New York mail order firm, for price cutting by mail. The suit asks for $25,000 in damages for what B & H calls "willful violations" of its fair trade agreement.

Carl Schreyer, merchandising vice-president of B & H said that a year ago the defendant signed a fair trade agreement with the photo equipment manufacturer to abide by established fair trade prices. Imperial allegedly broke the pact with interstate mailings of catalogs advertising discount prices.

"These mailings have created serious problems for legitimate dealers in all fair trade states," said Schreyer. He pointed out that consumers rely on dealers for service and instruction of equipment and it's immoral for them to buy the equipment by mail from a discount house, then take it to a "legitimate" photographic retailer for service and instruction.



GOOD LIST BROKERS

Learn the Hard Way!

Men and women with long practical experience in the use of lists for their own purposes appreciate the needs of other owners and users with an unmatched depth of understanding. And the George R. Bryant Company is staffed with key executives who have had this sort of practical experience... on both sides of the mail-order fence ..over a long period of years.

Take Helen E. Tarbox, New York Manager of the Company, for example. Formerly assistant circulation director of the Saturday Review of Literature; onetime assistant promotion manager of Omnibook Magazine; former fulfillment assistant of Reader's Digest; onetime sales promotion manager of Union Circulation Co. and circulation manager of Scientific American, there is no problem of list-buying or list-rental with which she has not come to grips time and time again.

Her knowledge of the nature of lists... what they can do and what their owners have a right to expect from them... was gained at first hand and qualifies her to make sound recommendations to the company's clients. For everything she knows was learned the hard way ... in the rough-and-tumble school of "test it and see!"

All of the key personnel of the George R. Bryant Co. have come into the list brokerage field over the same stony path of practical experience. They know your wants and your needs... and they're better able to serve you because of their firsthand knowledge of your problems. At some time or another they've faced those same problems themselves! Write today for recommendations on any current list needs.



George R. Bryant Co.
Mailing List Brokers
75 E. Wacker Drive
Chicago 1, Ill.



George R. Bryant Co.
of New York, Inc.
595 Madison Avenue
New York 22, New York

Member: National Council of Mailing List Brokers



Judges for the PIA contest were: (left to right) Franklyn R. Hawkins, advertising manager, Libbey-Owens-Ford Glass Company, representing the Advertising Federation of America; Edward F. Royal of the Advertising Council staff, representing the Advertising Council, Inc.; Henry Hoke, representing the Direct Mail Advertising Association, Inc.; K. F. Boldt, advertising manager, American Phenolic Corp., Chicago, representing the Printing Industry of America, Inc.; and T. J. Ess, managing director of the Association of Iron and Steel Engineers, Pittsburgh, representing the National Industrial Advertisers Association.

PRINTERS SELF-ADVERTISING

The Third Annual Contest of the Printing Industry of America for the best printers' and lithographers' self-advertising was a very successful event.

It is sponsored by Miller Printing Machinery Co., 1101 Reedsdale St., Pittsburgh 33, Pa. This reporter enjoyed being one of the judges (for the second year). Entries were much better than before. Included among the top winners were: A. D. Kates, president, Mailograph Co., New York; M. R. Bailey, The Craftsman Press, Seattle; Leo Napotnik, president, The Baughman Co., Richmond; J. A. Hanley, sales manager, Douglas Offset Co., Detroit; M. I. Blacker, president, The Hub Offset Co., Boston; J. G. Nichols, vice president, Fine Arts Litho Co., Dallas; A. A. Wetzel, president, Wetzel Brothers, Milwaukee; O. R. Sperry, executive vice president, R. R. Donnelley & Sons Co., Chicago.

They all deserved the honor. But, as usual, many other entries were extraordinary, too. It is good to see the printers of the country finally waking up to the fact that they should use their own product to sell their services.

Incidentally, the old hometown of Pittsburgh is booming (that's where the judges met). With the smoke problem licked and modern buildings going up all over the "golden" triangle . . . it is no wonder the French Advertising Delegation last year thought Pittsburgh was the most dynamic city they had visited.

ADDITION TO THE POETRY FILE

John W. Maxson, Jr., is managing editor of a house magazine published by Curtis Circulation Co., Independence Square, Philadelphia 5, Pa. He liked our poetry spread in a previous issue (fillers for editors) . . . and thought we'd be interested in two of his creations which he wrote for his own amusement. Although on the "seamy side" of the advertising profession . . . we'll pass them along for the record, with thanks to John.

MADISON AVENUE MAVERICK

I'm just a beat-up copy-hack;
I've give the craft my all:
I've drowned my dreams in Turkish steams,
My soul in alcohol.
I've sold the gamut, right on down
To gunk for growin' hair:
I've told more lies than barns has flies,
And I don't even care.
I've huckstered patent liniment;
I've pitched a bunion cure;
I've peddled pills for phony ills —
I'll go to hell for sure.
I've made my pile of shekels
And I've blowed it all away:
I've had my lick at "get-rich-quick" —
Don't tell *me* crime don't pay!
I've had my share of ulcers:
My poor stummick's like a sieve;
My liver's bum and both ears hum
And that's no way to live.
I've cheated folks from coast to coast
By mail and catalogue:
While there's a buck, I'll try my luck,
And I'm a dirty dog.
Some day I'm bound to lose my grip:
This racket's sure to fail:
And as I fly, the F. B. I.
Will sniff my crooked trail.
But that's the game and them's the breaks,
And pity him what carps:
Why, down in Hell, I plan to sell
A line of fire-proof harps!

LAMENT

My salary's small — indeed, absurd,
And I draw even less of praise:
Some day, I'd like to meet the bird
Who said that advertising pays.

Note: B. A. (Bernie) Bruns, circulation manager of *The Billboard* magazine, 2160 Patterson St., Cincinnati 22, Ohio, was among others who commented on the poetry spread. As evidence that Vic Schwab's advice, *Tell me Quick and Tell me True,* has been followed by his company . . . Bernie sent us photostats of an advertising solicitation letter used by *Billboard* on November 15, 1898 (56 years ago).



The story could not have been told more quickly . . . especially on a letterhead which contained everything except the kitchen sink.

Wording of letter: "Gentlemen, An ad in the Christmas issue of The Billboard will sell advertising novelties. Try it and be convinced. Your money back if it does not pay. Respectfully yours, The Billboard Publishing Co. N. B. Last form closes Saturday, November 26.

BOOKLET BRIEFS TEN PUTMAN AWARD CAMPAIGNS

The top ten winning entries in the 1954 Putman Awards competition have been condensed into a beautiful 52-page booklet . . . published by the award sponsor, Putman Publishing Company.

Each winner of the industrial advertising honor is briefed—a concise record of company sales problem, the job assigned to advertising, what was done, and the final results. Facts and figures show how the overall objectives were accomplished.

The booklet's story of the top award, for instance, tells how LeTourneau-Westinghouse converted a $4,000,000 inventory of rubber-tired tractors into sales in less than 6 months . . . with heavy emphasis on direct mail. (See agency executive Arnold Andrews' opinion on page 37 of *The Reporter* Sept., '54 Industrial Feature). The nine other industrial capsule case histories outline the Putman Award winning campaigns of:

Mack Trucks, Inc.; Kearney & Trecker Corp.; Aluminum Company of America; The Creamery Package Manufacturing Company; Ebasco Services Inc.; Schield Bantam Company; The Huron Milling Company; Charles Pfizer & Company, Inc.; and Ford Instrument Company.



The booklet was designed by Bruce Beck and printed by D. F. Keller Company of Chicago. Beautiful job . . . with pictures of all the principles, etc. Putman will be glad to send a copy to qualified advertising, sales and industrial agency executives. Additional copies can be obtained at $3.00 per. Write to Putman Publishing Company at 111 East Delaware Place, Chicago 11, Ill.



Philadelphia Direct Mail Day chairman Herman Thoenebe, Robert Adams, main speaker W. E. Blanchard and Mabel Baudoux look over some of the promotion material responsible for the Day's big turnout.

"THE FORD STORY" STARS AT PHILADELPHIA DM DAY

Hundreds of Philadelphians, eager to "boost their sale—by mail," met at the Bellevue Stratford Hotel on November 19 for Philly's third Direct Mail Day. Theme of the meeting was "Boost Your Sale—By Mail."

Hot on the heels of Ford Motor Company's announcement of their new 1955 "Thunderbird" model, assistant advertising manager Walter E. Blanchard highlighted the noon luncheon in the Burgundy Room by appropriately telling "The Ford Story of Direct Mail." . . . the J. W. Thompson-Elmo Roper research which proved direct mail's worth for Ford (see October, 1953, *Reporter*).

After a showing of the DMAA strip film of 10 direct mail success stories, tables were cleared for a lively "Circles of Information" session with Philadelphia Direct Mail Club members heading the panels. The headliners included:

Copy & Planning: William E. Frazier, Gray & Rogers agency; Robert B. Rowan, W. B. Saunders Co.; and Raymond A. Sholl, Jr., Raymond A. Sholl & Co.

Art & Layout: Marvin Detweiler, Richard A. Foley agency, and J. William Wills.

Production: Daniel T. Davidson, Davidson & Black; Joseph A. Spillane, Sears, Roebuck & Co.; and Scott L. Wolff, Jr., The Drake Press.

Lists: Lawrence Jacobson, R. L. Polk & Co.; and Harry Volk, Jr., Harry Volk Art Studio.

Research: John W. Mostovoy, Research, Inc.; T. J. Reed, National Analysts, Inc.; and John D. Samter, *Farm Journal*.

Mail Order: E. R. Bugbee, Jr., W. Atlee Burpee Co.; Earle Buckley, Buckley Organization; and Walter L. Suter, Sears, Roebuck & Co.

Other attractions were the DMAA "Best of Industry" exhibits (on display all day) and a string of door prizes. Congratulations to the PDMC, for another outstanding direct mail day. Chairman Herman Thoenebe (Arndt, Preston, Chapin & Keen, Inc.) and his entire committee did a bang-up job.

GRATITUDE

(Paragraphs from a letter)

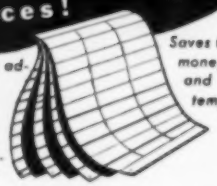
The valuable news and stimulating ideas I've received and adapted from *The Reporter of Direct Mail Advertising* have helped me greatly since starting my career in the field of direct mail selling.

How can I express my gratitude? If you ever consider selling lifetime subscriptions, let me know!

(Signed) Ed Rainey
Ed Rainey, Owner
Imperial Advertising
1145½ S. Bronson
Los Angeles 19, Calif.

Editor's Note: Sorry, no lifetime subscriptions. Post Office won't allow it. Three years our limit. Thanks anyway.

Here's the most ECONOMICAL way of addressing your mailing pieces!



Makes 2 to 6 addresses with ONE typing.

Saves time, money and temper.

Ready to use with your present typewriter and typist.

No machines, stencils, attachments or expensive operators needed.

Whether you mail 1,000 or 1,000,000, twice or 12 times a year, CARBO-SNAP gives you the most for your money.

Addressing is a SNAP with CARBO-SNAP!

Ask for free samples and the complete story.

Get started TODAY!

PENNY LABEL COMPANY
9-13 Murray Street
New York 7, N. Y.

you never heard of QUEAPIES?

Next time you need a better mailing piece QUick and cHEAP, dump the whole problem in the mail to Ad Scribe. He does QUEAPIES that look like you spent ten times what they cost. You can't always patch 'em together from the stock a t services . . . you often need dash-off hand lettering . . . sometimes your copy just won't stack up right.

Whatever the stumper, Ad Scribe will bet the first $10 worth that he can help you. Write now for proof that it pays to work with "the advertiser's handy man"

Ad Scribe Box 354 North Canton, Ohio

How Advertisers Use **Photo-Reports**



Illustrated booklet describes how Sickles gets pictures and reports for Advertisers and Editors

Send for free copy

SICKLES
Photo-Reporting Service
38 Park Pl., Newark, N. J.
MArket 2-3966

SALES LETTERS

Letters with "instantaneous appeal," that beckon to be read, that impel and sell. One series 28 years old. Send for circular 'R". Please write on letterhead.

"That Fellow Bott"

Leo P. Bott, Jr., 64 E. Jackson, Chicago

My Mail Order Day

By Jared Abbeon

Well it is nice to know that the column does get readership. One of these characters who from time to time I label as having been hatched out under a flat rock has sent word that he would like to sue me for libel. On my offer to produce the complete file in court the offer was changed to a personal invite to receive a "punch in the nose." On my accepting the offer but giving fair warning of my training with the Marine Corps as a P. F. C. the offer was dropped in favor of an assortment of maledictions. Maybe as a Direct Mail Consultant I should have picked as weapons Special Delivery letters at 500 miles.

* * *

Notice some controversy among you friendly readers as to how much additional propaganda to send to a customer. Well, one of my clients sends a big thick packet of literature with every sale . . . be it only for $1. The packet enclosed in the parcel contains thirty separate pieces of from one to four pages in various color and black and white printings. It must pay because all returns are coded and analyzed and any item that doesn't pull its weight is dropped. New items are added at regular intervals.

* * *

Ham handed letter of the month: "Frankly, the literature (enclosed) does not tell the quality or usefulness of the instruments." The literature was a beautiful 12 page catalog with about 50 or 60 neatly-retouched photos and the cover in two colors. All showing taste and thought by a highly professional crew of copywriters and layout men. If I were this outfit's agency I would be tempted to strangle the guy who wrote that letter belittling my brain child. Incidentally, why ever run down your own stuff? Your competitors will be glad to do it for you.

* * *

Note to M. L. Strutzenberg, circulation manager of this estimable publication: That was a dandy mailing you sent out to mail order houses advising them to send a dollar for the reprint of the "How To Think About Mail Order" issue. I have personally advised a dozen people to latch onto a

THE MAIL BOX SCORE

Lewis Kleid Company, 25 West 45th St., New York 36, N. Y. takes a monthly survey of consumer magazine, book club, and mail order gift mailers . . . to find out the general Mail Order Trends and Conditions. Here's their answers, and the box score for the first 10 months of 1954:

	Consumer Magazines, Book Clubs, Publishers	Business & Financial Mailers	Mail Order Gifts
1. Would you consider mail order sales for October, 1954			
Excellent:	27%	34%	28%
Fair:	54%	43%	40%
Poor:	19%	23%	32%
2. How did this October compare with October of 1953?			
Better:	32.5%	40%	39.5%
Same:	32.5%	43%	21%
Worse:	35%	17%	39.5%
3. How did the first ten months of 1954 compare with the same period of 1953?			
Better:	37.5%	55%	32%
Same:	30%	17%	14%
Worse:	32.5%	28%	54%

copy. Nat Weinstock's description of it as "terrific" is at best an under statement.

* * *

If some lad or lass in the audience has a spare rotten egg will they please throw it in the direction of the Viking Press for their plan of selling books under the guise of having a reader "preview" the selection and render a reader's report on it "at least two weeks in advance of publication." On second thought don't send rotten eggs . . . the plan smells enough on its own merits.

* * *

Very good mailing the *Reader's Digest* sent out with a $1 subscription offer. The teaser copy made even a hard old mail order man like me (and I'm on over 600 lists) avidly look inside. The two cent stamp pasted therein for use on the return card may be an old stunt but it is always good. Now I sure know the trouble in getting lists that are not repetitious . . . but while I enjoyed my copy of the letter and my wife enjoyed her copy in the same mail, it would take my son (who is going on seven) four weeks to save up the dollar to subscribe (even if he could read). And my three year old daughter (poor illiterate child) couldn't even read her name on the copy sent to her in the same mail. Incidentally Daddy and Mommy also got twin invites on the Condensed Book deal but they were sent to the office.

Cheer up *Digest* . . . we all do it! I just advised a client to send an additional 150,000 pieces of mail to a group of technical men to whom he just mailed 250,000 pieces last month. Funny thing is . . . market surveys show that there are only maybe 100,000 men in this category. Some duplications are obviously creeping in.

* * *

Cleverest Christmas card deal this year . . . Miles Kimball's screened silhouettes. Fellow tells me it's old hat, but I never saw it before. Just shows to go you that the old saw "If a man hasn't seen your offer—it's brand new" still holds true. I've sold $150,000 worth of an item that has been on the market 27 years but nobody pushed it by mail order before.

* * *

More lettershops should follow Krupp's (228 South Los Angeles Street, Los Angeles 12, California). This lettershop puts out a magnificent piece of direct mail propaganda in

(*Continued on page 41*)

Rates $1.25 per line (75¢ Situation Wanted) Minimum 4 lines

CLASSIFIED ADVERTISING

ADDRESSING

OUR LISTS ARE FREE
Retailers - wholesalers - manufacturers
Banks - churches - institutions
We charge only for addressing
SPEED - ADDRESS KRAUS CO
48-01 42nd Street
Long Island City 4, N. Y.

ADDRESSING PLATES

If you use
ELLIOTT-type STENCILS
and want to REDUCE COSTS
Box 121, Reporter, Garden City, N. Y.
Garden City, New York

ADVERTISING AGENCIES

For pulling direct selling mail order advertising campaigns in newspapers, magazines, trade papers, consult Martin Advertising Agency, 15 E. 40 St., Dept. 33A, N. Y. LE 2-4751. Est. 1923.

FOR SALE

IBM ELECTRIC TYPEWRITERS — All type faces—Pica, Elite, Executive. Rebuilt. More information from HARRY J. ABRAMS, 331 Emerson St. N. W. Washington 11, D.C.

PITNEY BOWES envelope sealer Model A, serial 4811. Complete. Excel. Cond. $200. HARRY J. ABRAMS, 331 Emerson St., N.W. Wash. 11, D. C.

FOR SALE

1—No. 980 Addressograph Machine, VV for E, with 20-B Gray Filing Trays.
Approximately 1200 Type E Addressograph Plates.
Approximately 500 tabs.
List price of machine & trays $450 (Inc. Tax).
Will sell machine and all above accessories for $250.
Write to P. O. Box 958, Jacksonville, Florida.

PITNEY-BOWES POSTAGE MACHINE and Envelope Sealer. Model RA. Prints postmark and advertisement. Delivers automatically meter stamps on gummed tape for parcel post. Used once. Like brand new. Sacrifice. Box 698, La Mesa, Calif.

HELP WANTED

MAIL ORDER MANAGER
Capable of directing correspondence, personnel, traffic and routine of large, old established jewelry mail order business. Box 123, The Reporter, Garden City, N. Y.

LISTS

CANADA'S BEST MAILING LIST
250,000 live names on Elliott stencils
Call your list broker — TODAY
or Tobe's, Niagara on the Lake, Canada

OFFSET CUTOUTS

Stock promotional headings for reproduction. OFFSET SCRAPBOOK NO. 1, containing 1500 classified specimens, only $3.00 postpaid. It's a rich source of practical help and inspiration. Thousands in use. Available also are other books containing promotional art, cartoons, type fonts, borders, panels, holiday art, etc. Most complete service in U.S. Free descriptive folder. A. A. ARCHBOLD, Publisher, P. O. Box 20740-K, Los Angeles 6, Calif.

PRODUCTION AIDS

Tired of counting Characters? Copi-Counter will do it for you. This precision dial gauge, graduated in picas, inches and agates, counts lines on a typewritten page and characters in a typewritten line. Comes complete with leather case and instructions for $4.95, postpaid. Satisfaction guaranteed. Arthur H. Nellen, Jr., P. O. Box 106, R, Broomall, Pa.

SITUATION WANTED

Advertising Production Manager seeks interesting position with agency or manufacturer. 20 years' experience. Exceptional talent club plans, direct mail. Box 125, The Reporter, Garden City, N. Y.

PART-TIME — Capable assistant employed by publishers' direct mail dept., seeking supplementary income 3 evenings or/and weekends. Good at detail. Will train inserting-mailing. Box 124, The Reporter, Garden City, N. Y.

MAIL ORDER CHIEF — Club Plan: IBM; DM; Lists; Schedules; Copy. Top Volume Record. Will change $200+. Box 122, Reporter, Garden City, N. Y.

WANTED

FOR CASH — Want to buy small or medium sized mail order gift business. Send resume of volume, customer list, operating period — complete details. Have interested client. Address Mace Advertising Agency, Peoria, Ill.

DIRECT MAIL DIRECTORY

LISTINGS ONE LINE PER ISSUE, $15.00 PER YEAR

ACETATE SHEET PROTECTORS

A. G. Bardes Company, Inc.....437 N. 5th Street, Milwaukee, Wis.

ADDRESSING

Advertising Enterprises.....82-66 Grenfell Street, Kew Gardens, N. Y.
Creative Mailing Service.....460 No. Main St., Freeport, N. Y.
Dell Letter Service.....61-07 159th St., Flushing, N. Y.
The E-Z Addressing Service.....83 Washington St., New York 6, N. Y.
Fair Mail Service.....417 Cleveland Ave., Plainfield, N. J.
M. Victor.....130 Flatbush Avenue, Brooklyn 17, N. Y.

ADDRESSING MACHINES

Addressing Machine & Equipment Co...366 Broadway, New York 7, N. Y.
The Elliott Addressing Machine Co...155A Albany St., Cambridge 39, Mass.
Saver & Wallingford.....143 West Broadway, New York 13, N.Y.

ADDRESSING — TRADE

Belmar Typing Service.....91-71 111th Street, Richmond Hill 18, N. Y.
Shapins Typing Service.....68-11 Roosevelt Ave., Woodside, N. Y.

ADDRESSOGRAPH PLATE EMBOSSING

M. Victor.....130 Flatbush Avenue, Brooklyn 17, N. Y.
G. W. Weeks.....8 Nagele Court, Merrick, N. Y.

ADVERTISING AGENCIES

Ad Scribe.....P. O. Box 254, North Canton, Ohio
Frederick Asher, Inc., Advertising.....20 N. Wacker Drive, Chicago 6, Ill.
The Jay H. Maish Company.....On Gospel Hill, Marion, Ohio
Martin Ad Agency (Direct Selling Mail Order)..15 PA. E. 40, N. Y. 16, N. Y.
Roskam Advertising (Mail Order).....1430 Grand, Kansas City 6, Mo.

ADVERTISING ART

Raymond Lufkin.....124 West Clinton Ave., Tenafly, N. J.
Ray Thompson Cartoon Studio.....Box 134, Wyncote, Pa.
Trapkus Art Studio (Small Ads).....349 Tenth St., Moline, Illinois
Harry Volk, Jr., Art Studio ..... 22 W. Verona Ave., Pleasantville, N. J.

ADVERTISING BOOK MATCHES

Match Corporation of America.....3433-43 West 48th Place, Chicago 32, Ill.

AUTOMATIC MACHINE — ADDRESSING SERVICE

Globe Organization, Inc. ..... 480 Lexington Ave., New York 17, N. Y.

AUTOMATIC TYPEWRITERS

American Automatic Typewriter Co. .. 2323 N. Pulaski Rd., Chicago 39, Ill.

AUTOMATIC TYPEWRITING

Ambassador Letter Service Co.....11 Stone St., New York 4, N. Y.
Pat Goheen & Associates (25 Robos)..117 S. Meridian St., Indpls 25, Ind.
MacCallum Letter Service.....7 So. Dearborn St., Chicago 3, Ill.

BOOKS

The Art & Technique of Photo Engraving, Horan Engraving Co., N. Y. 1. N. Y.

BUSINESS BRIEFS

Wetmore & Company ..... 1015 S. Shepherd Drive, Houston 19, Texas
R. O. H. Hill, Inc. ..... 270 Lafayette Street, New York 12, N. Y.

CATALOG PLANNING

Catalog Planning Company.....101 West 55th St., New York 19, N. Y.
George F. McKiernan & Company..1056 West Van Buren St., Chicago 7, Ill.

CHRISTMAS STATIONERY

The Newbern Company.....207 W. Main St., Arlington, Texas

COPYWRITERS (Free Lance)

Leo P. Bott, Jr.....64 E. Jackson Blvd., Chicago 4, Ill.
Earl McClement..A-21 Ogontz Manor, 5600 Ogontz Ave., Philadelphia 41, Pa.
Edward W .Osann.....175-35 88th Ave., Jamaica 32, N. Y.
Orville E. Reed.....106 N. State St., Howell, Michigan
Roskam Advertising (Mail Order).....1430 Grand, Kansas City 6, Missouri
Franklin C. Wertheim.....179-15 Jamaica Avenue, Jamaica 32, N .Y.
John Yeargain.....442 East 20th St., New York 9, N. Y.

DIRECT MAIL AGENCIES

Homer J. Buckley ..... 108 N. State St., Chicago 2, Ill.
The Buckley Organization.....Lincoln-Liberty Bldg., Philadelphia 7, Pa.
Dickie-Raymond, Inc.....Sheraton Bldg., 470 Atlantic Ave., Boston, Mass.
Dickie-Raymond, Inc.....521 Fifth Avenue, New York 17, N. Y.
Direct Mail Services.....175 Luckie Street, N. W., Atlanta 3, Georgia
Duffy & Associates, Inc.....918 North 4th Street, Milwaukee 2, Wisconsin
The Folks on Gospel Hill.....400 S. Main Street, Marion ,Ohio
Frederick E. Gymer.....2123 East 9th St., Cleveland 15, Ohio
Harrison Services, Inc.....341 Madison Avenue, New York 17, N. Y.
Mailograph Co., Inc.....39 Water Street, New York 4, N. Y.
Proper Press, Inc.....129 Lafayette Street, New York 13, N. Y.
Reply-O Products Co.....7 Central Park W., New York 23, N. Y.
Roskam Advertising (Mail Order).....1430 Grand, Kansas City 6, Mo.
Sales Letters, Inc. ..... 148 West 23rd St., New York 11, N. Y.
The Smith Company.....67 Beale Street, San Francisco, Calif.
John A. Smith & Staff.....11 Beacon St., Boston 8, Mass.
Carl G. Vienot, Inc.....134 Summer St., Boston 10, Mass.

DIRECT MAIL CONSULTANT

Lawrence Lewis & Associates .... 175 Fifth Avenue, New York 10, N. Y.

DIRECT MAIL EQUIPMENT — MANUFACTURERS

B. H. Bunn Company.....7605 South Vincennes Ave., Chicago 20, Ill.
Ralph C. Coxhead Corp.....720 Frelinghuysen Ave., Newark 5, N. J.
Felins Tying Machine Company....3451 North 35th St., Milwaukee 15, Wis.
Inserting and Mailing Machines Co.....Phillipsburg, N.J.
Markol Metal Products, Inc.....255 Mill Street, Rochester 14, N. Y.
National Bundle Tyer Company.....Blissfield, Mich.

DIRECT MAIL — GIFTS

Gilberton Co., Inc.....101 Fifth Avenue, New York 3, N. Y.
George E. McWeeney Co.....120 Milton Avenue, West Haven 16, Conn.

ELLIOTT STENCIL CUTTING

Address-O-Rite Stencil & Machine Co...64 W. 23rd St., New York 10, N.Y.
Clear Cut Duplicating Co..... 149 Broadway, New York 6, N.Y.
Creative Mailing Service.....460 North Main St., Freeport, N. Y.

ENVELOPES

American Envelope Mfg. Corp.....26 Howard St., New York 13, N.Y.
The American Paper Products Co.....East Liverpool, Ohio
Atlanta Envelope Co., 1700 Northside Drive, P.O. Box 1267, Atlanta 1, Ga.
Boston Envelope Co.....397 High St., Dedham, Mass.
The Century Envelope Co.....501 Park Avenue, Minneapolis 15, Minn.
The Clasp Envelope Company, Inc.....98 Bleecker St., New York 12, N.Y.
Columbia Envelope Co. 2015 N.Hawthorne Ave. Melrose Park,Ill. Chicago Sub.
Samuel Cupples Envelope Co., Inc.....360 Furman St., Brooklyn 2, N. Y.
Cupples-Hesse Corp.....4175 N. Kingshighway Blvd., St. Louis 15, Mo.
Curtis 1000 Inc. ..... 150 Vanderbilt Ave., West Hartford 10, Conn.
Detroit Tuttar Envelope Company.....1041 14th St., Detroit 6, Mich.
Direct Mail Envelope Company.....15 West 20th St., New York 11, N.Y.
Garden City Envelope Company..3001 No. Rockwell St., Chicago 18, Ill.
Gaw-O'Hara Envelope Company....500 N. Sacramento Blvd., Chicago 12, Ill.
The Gray Envelope Mfg. Co., Inc.....55-33rd St., Brooklyn 32, N. Y.
Heco Envelope Company.....4500 Cortland St., Chicago, 39, Ill.
Ogler Envelope Co., Inc.....167 41st St., Brooklyn 32, N. Y.
Rochester Envelope Co.....72 Clarissa Street, Rochester 14, N.Y.
The Standard Envelope Mfg. Co....1600 East 30th St., Cleveland 14, Ohio
Tension Envelope Corporation.....522 Fifth Avenue, New York 36, N.Y.
Tension Envelope Corporation....19th & Campbell Sts., Kansas City 8, Mo.
Transo Envelope Co..... 3542 N. Kimball Avenue, Chicago 18, Illinois
Transo Envelope Co.....22 Monitor St., Jersey City, New Jersey
United States Envelope Company.....Springfield 2, Mass.
The Wolf Envelope Company.....1749-81 E. 22nd St., Cleveland 1, Ohio
Wolf Detroit Envelope Comoany.....14700 Dexter Blvd., Detroit 32, Mich.

ENVELOPE SPECIALTIES

Curtis 1000 Inc. ..... 150 Vanderbilt Ave., West Hartford 10, Conn.
Du-Plex Onvelope Corp.....3026 Franklin Blvd., Chicago 12, Ill.
Garden City Envelope Co.....3001 North Rockwell St., Chicago 18, Ill.
Tension Envelope Corporation...19th & Campbell Sts., Kansas City 8, Mo.

FOREIGN MAILINGS

Promotion.....Jose Antonio, 57-10-C, Madrid, Spain

FUND RAISING

William M. Proft Associates....27 Washington Place, East Orange, N. J.

IMPRINTERS — SALES LITERATURE

L. P. MacAdams Company.....301 John Street, Bridgeport 3, Connecticut

INVISIBLE INK POSTCARDS

Morley W. Jennings.....East Orange, New Jersey

LABEL PASTERS

Potdevin Machine Company.....200 North St., Teterboro, N. J.

LABELS

Dennison Manufacturing Company.....Framingham, Mass.
Penny Label Company.....9 Murray St., New York 7, N.Y.
Tompkins Label Company.....1518 Walnut Street, Philadelphia 2, Pa.
M. Victor.....130 Flatbush Avenue, Brooklyn 17, N. Y.

LETTER GADGETS

Hewig Company.....45 West 45th St., New York 19, N. Y.
A. August Tiger.....545 Fifth Avenue, New York 17, N. Y.

LETTERHEADS

Brunner Printing Co., Inc. ..... 190 Jefferson Ave., Memphis, Tenn.
Harper Engraving and Printing Co.....283 E. Spring St., Columbus 15, Ohio
R. O. H. Hill, Inc. ..... 270 R. Lafayette Street, New York 12, N. Y.
Peerless Lithographing Company.....4313 Diversey Ave., Chicago 39, Ill.
Arthur Thompson & Co.....109 Market Place, Baltimore 2, Md.

MAIL ADVERTISING SERVICES (Lettershops)

Advertisers Associates, Inc.....1627 Penn Ave., Pittsburgh 22, Pa.
Advertisers Mailing Service, Inc.....45 West 18th St., New York, N. Y.
Atlas Letter Service ..... 524 S. Spring St., Los Angeles 13, Cal.
Benart Mail Sales Service, Inc.....228 East 45th St. New York 17, N.Y.
Century Letter Co., Inc.....48 East 21st St., New York 10, N.Y.
Mary Ellen Clancy Company.....250 Park Avenue, New York, N. Y.
Cleveland Letter Service, Inc.....740 W. Superior Ave., Cleveland 13, O.
Elite Letter Co., Inc. ..... 11 West 32nd Street, New York 1, N. Y.
Fair Mail Service.....417 Cleveland Ave. Plainfield, N.J.
The Folks on Gospel Hill.....400 S. Main Street, Marion, Ohio
Fulfillment Corp. of America.....381 W. Center Street, Marion, Ohio
General Office Service, Inc.....527 6th St., N.W., Washington 1, D.C.
Ralph E. Harris Associates ..... 914 Walnut St., Philadelphia 7, Pa.
The Lemarge Company. ..... 417 S. Jefferson St., Chicago 7, Ill.
The Letter Shop..... .....67 Beale Street, San Francisco, Cal.
Long Island Letter Service.....95 Mineola Blvd., Mineola, N.Y.
MacCallum Letter Service.....7 So. Dearborn St., Chicago 3, Ill.
Mailograph Co., Inc.....39 Water St., New York 4, N. Y.
Mailways.....200 Adelaide St., West. Toronto 1, Ont., Canada
Premier Printing & Letter Service.....620 Texas Ave., Houston 2, Texas
Rochester Consumer Advertising Corp.....210 Lyell, Rochester 6, N.Y.
Roskam Advertising (Mail Order).....6 West 10th, Kansas City 5, Mo.
The Rylander Company.....216 West Jackson Blvd., Chicago 6, Ill.
The St. John Associates, Inc.....75 West 45th St., New York 36, N. Y.
Union County Business Bureau.....Westfield, N.J.
Woodington Mail Adv. Service.....1304 Arch St., Philadelphia 7, Pa.

MAILING LISTS—Brokers

* Archer Mailing List Service.....140 West 55th St., New York 19, N.Y
* George R. Bryant Co. of N. Y., Inc...595 Madison Ave., New York 22 N.Y.
* George R. Bryant Co. ..... 75 East Wacker Drive, Chicago 1, Ill.
* Walter Drey, Inc.....333 N. Michigan Avenue, Chicago 1 Illinois
* Walter Drey, Inc.....257 Fourth Ave., New York 10, N. Y.
* Guild Company.....160 Engle Street, Englewood, New Jersey
* Lewis Kleid Company ..... 25 West 45th St., New York 36, N. Y.
* Willa Maddern, Inc.....215 Fourth Ave., New York 3 N.Y.
* Mosely Mail Order List Service.....38 Newbury St., Boston 16, Mass.
* Names Unlimited, Inc.....352 Fourth Avenue, New York 10, N. Y.
Roskam Advertising (Mail Order)..... ..1430 Grand, Kansas City 6. Mo.
Sanford Evans & Co. Ltd.....165 McDermot Ave., Winnipeg, Canada
* James E. True Associates.....419 4th Ave., New York 16, N. Y.

* Members — National Council of Mailing List Brokers

MAILING LISTS—Compilers & Owners

Albert Mailing Lists.....120 Liberty Street, New York 6, New York
Allison Mailing Lists.. .....400 Madison Ave., New York 17, N. Y.
Associated Advertising Service.....613 Willow St., Port Huron, Mich.
Bodine's of Baltimore.....444 E. Belvedere Ave., Baltimore 12, Md.
Bookbuyers Lists, Inc.....363 Broadway, New York 13, N.Y.
Boyd's City Dispatch, Inc.....114-120 East 23rd St., New York 10, N.Y.
Catholic Laity Bureau..... 45 West 45th Street, New York 36, New York
Chicago Mailing List Company.....435 N. LaSalle, Chicago 10, Ill.
Creative Mailing Service.....460 No. Main St., Freeport, New York
Walter Drey, Inc.....333 N. Michigan Avenue, Chicago 1, Illinois
Walter Drey, Inc.....257 Fourth Avenue, New York 10, New York
Drumcliff Advertising Service.....Hillen Rd., Towson 4, Md.
Dunhill List Company, Inc.....565 Fifth Ave., New York 17, N.Y.
E-Z Addressing Service.....83 Washington Street, New York 6, N. Y.
Fritz S. Hofheimer.....28 East 22nd Street, New York 10, N. Y.
Industrial List Bureau.....13 Mechanic St., Webster, Mass.
The Walter S. Kraus Co.....48-01 42nd St., Long Island City 4, N.Y.
Jewish Statistical Bureau.....320 Broadway, New York 7, N. Y.
Mapleton Service Company.....339 Kings Highway, Brooklyn 23, N.Y.
Market Compilation Bureau.....11834 Ventura Blvd., N. Hollywood, Calif.
Montgomery Engineering Company.....8500 - 12 St., Detroit 6, Michigan
Official Catholic Directory Lists..... 12 Barclay St., New York 8, N.Y.
Paramount Mailing Lists.....77-14 138th Street, Flushing 67, N.Y.
W. S. Ponton, Inc..... 50 East 42 Street, New York 17, N.Y.
Rochester Consumer Advertising Corporation...210 Lyell, Rochester 6, N.Y.
Select List Co. (Div. S. W. Progress Corp.) 232 N. Canon Dr., Beverly Hills, Cal.
Zeller Company ..... 15 East 26th St., New York 10, N. Y.

MAIL ORDER CONSULTANT

Whitt Northmore Schultz.....1115 Old Elm Lane, Glencoe, Illinois

MATCHED STATIONERY

Tension Envelope Corporation....19th & Campbell Sts., Kansas City 8, Mo.

MESSENGER — TRUCKING SERVICE

Mercury Service Systems, Inc.....461 4th Avenue, New York 16, N.Y.

MIMEOGRAPH MACHINE

Addressing Machine & Equipment Co...326 Broadway, New York 7, N. Y.

MULTIGRAPH SUPPLIES

Chicago Ink Ribbon Company.....19 So. Wells St., Chicago 6, Ill.

MULTILITH & MULTIGRAPH MACHINES

Addressing Machine & Equipment Co...326 Broadway, New York 7, N. Y.

PACKAGING

Pack-It (also Mail-It) ..... 7 Brown Street, Newark 5, N. J.

PAPER MANUFACTURERS

The Beckett Paper Company .....Hamilton, Ohio
Eastern Corporation ..... Bangor, Maine
Esleeck Manufacturing Company.....Turners Falls, Massachusetts
Hammermill Paper Company.....Erie, Pennsylvania
International Paper Company.....220 East 42nd St., New York 17, N.Y.
Mead Sales Co.....810 Public Ledger Bldg., Philadelphia 6, Pa.
Neenah Paper Co.....Neenah, Wisconsin
Nekoosa-Edwards Paper Co.....Port Edwards, Wisconsin
Peninsular Paper Company.....Ypsilanti, Michigan
Rex Paper Company.....Kalamazoo 99, Michigan

PARCEL POST MAILING BOXES

Corrugated Paper Products, Inc.....2235 Utica Ave., Brooklyn 34, N. Y.

PHOTOS IN QUANTITY

Moss Photo Service, Inc.....350 W. 50th St., New York 19, N.Y.
Mulson Studio .....P. O. Box 1941, Bridgeport 1, Conn.

PHOTO-REPORTING

Sickles Photo-Reporting Service.....38 Park Place, Newark, N.J.

POSTAL INFORMATION

Postal Digest Company.....150 Nassau Street, New York 38, New York

COLOR POSTCARDS

Moss Photo Service, Inc.....350 West 50th St., New York 19, N.Y.

PRINTING—Letterpress

The Davenport Press, Inc.....Main St., Mineola, N.Y.
George F. McKiernan & Co.....1056 West Van Buren St., Chicago 7, Ill.

PRINTING—Offset Lithography

Peerless Lithographing Company.....4313 Diversey Ave., Chicago 39, Ill.

PRINTING—Letterpress and Offset Lithography

Paradise Printers and Publishers.....Paradise, Pennsylvania
Printcraft Press, Inc.....229 West 28th St., New York 1, N.Y.
Proper Press, Inc.....129 Lafayette Street, New York 13, N. Y.

PUBLIC RELATIONS CONSULTANT

Whitt Northmore Schultz ..... 1115 R Old Elm Lane, Glencoe, Ill.

SALES PROMOTIONAL COUNSEL

Martin Ad Agency (Direct Selling Mail Order).....15 PB E. 40, N. Y. 16, N.Y.

SUBSCRIPTION FULFILLMENT SERVICE

Globe Organization, Inc. ..... 480 Lexington Ave., New York 17, N. Y.

SYNDICATED HOUSE MAGAZINES

The William Feather Co.....812 Huron Rd., Cleveland 15, Ohio

TRADE ASSOCIATIONS

Direct Mail Advertising Assn.....381 Fourth Ave,. New York 16, N. Y.
Mail Advertising Service Assn...18120 James Couzens Hwy. Detroit 35, Mich.

TRUCKING — MESSENGER SERVICE

Mercury Service Systems, Inc.....461 4th Avenue, New York 16, N.Y.

VARITYPE EQUIPMENT

Zenith Typewriter & Adding Machine Co. 34 E. 22nd St. New York 10, N.Y.

XEROGRAPHY — PLATES

Clear-Cut Duplicating Company.....149 Broadway, New York 6, N. Y.

MY MAIL ORDER DAY

(*Continued from page 39*)

the form of a booklet entitled "Operation Direct Mail." Sure helpful and convincing. Here's an outfit that convinces the reader they know their business.

* * *

The cry baby newspaper publishers still beating their gums about "Patron mailing". How about stopping the weeping crockerdilly tears, laddies, and tell the truth that you are afraid of the loss of grocery store advts. If you must talk about rates tell the public what you pay for vacation subscriptions. Or better yet, why knock another media? If Patron mailings are useless (and I personally don't think they are worth a tinker's curse) they will collapse of their own lack of pull.

* * *

I've said it before . . . I'll say it again. If you can beg, borrow or steal an invite get on Lewis Kleid's list to receive his continuing study of Mail Order Trends. I for one send him facts I don't even tell my accountant. So do a lot of other mailers.

* * *

Gift of the year: Spencer Gifts selling real live burros by mail. The man who thought up this deal is no jackass (I couldn't resist the pun). Anyhow this Spencer outfit is really on the ball. I bought a couple of things in their Christmas catalog. You should have seen the young un's face when he got those 100 plastic autos which only cost a buck.

* * *

Always like to try everything myself. Thought the prices I was paying our contractor to paste labels on mailing pieces sounded like a lot of money. So I casually sat down and pasted 2,000 myself. Price turned out to be fair considering the raw labor and supervisory personnel involved. Also confirmed my belief in the old bum's slogan "Leave the work to the honest working men." Reminds me how on my first mailing some years ago there just wasn't enough cash in the till to hire folks to type the ten thousand addresses, so I sat down and typed them myself. Took me a solid 8 days at the end of which time I couldn't do much beside stagger in a sort of fog. So a salute to all the girls and guys in the lettershops who day in and day out turn out that torrent of mail that brings the news to the mail boxes of the folks all over the country who (contrary to the sad apples who have so far escaped the men with the butterfly nets and take out their psychosis and neurosis by griping over—unasked for mail) look forward eagerly to the day's post.

Or, as that old-time poet Dryden remarked, "Welcome news is in the letter found." To save you from rushing to the shelf to check . . . that's from Religio Laici, line 366.

* * *

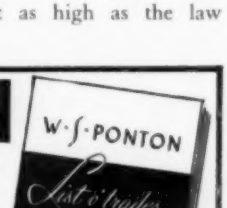
NOTICE: To that bunch of vampires lurking around Boston — the editor of this publication has his eye on you. The Post Office lads are watching you. I've got my scouts alerted. One of these days you are going to trim one sucker too many and when you do . . . we intend to hang you just as high as the law allows.

260,000 MANUFACTURERS, PLANTS, INDUSTRIALS. | 150,000 WHOLESALERS, JOBBERS, DISTRIBUTORS.

1,400,000 RETAILERS, TRADE SELECTIONS. | 500,000 SERVICE COMPANIES.



PONTON
DIRECT MAIL LISTS
"Write for FREE Catalog" (dep't "R")



W. S. PONTON, Inc., 50 E. 42nd St., New York 17, N. Y. • MUrray Hill 7-5311

Short Notes CONTINUED

(*Continued from page* 11)

Week Awards banquet will be held at the Franklin on Thursday, Jan. 20. Last year, the exhibit drew more than 2,500 visitors during the week. This year should be even bigger. For details, write to committee chairman Gooderham L. McCormick at Allen, Lane & Scott, 2300 Market Street.

♫

☐ ADVENT ASSOCIATES, INC., industrial ad agency in Elizabeth, N. J., has a brand new home. They've purchased the English home pictured here which was formerly occupied by Edgar



Moore, Benjamin Moore Paint Co. executive. Large basement handles mechanical operations, upper floors house offices and creative studios. Address is 246-254 W. Jersey St., Elizabeth.

♫

☐ THAT SCHWAB & BEATTY, INC., full-page newspaper ad, "How To Write A Good Advertisement" has been published again . . . in Japanese. *Reader's Digest* translated into booklet form for distribution in Japan by their Tokyo branch. (See January, 1954 *Reporter*, page 42).

♫

☐ AN IMPRESSIVE ANNIVERSARY BOOKLET has been produced for H. D. T. Company Factors, Inc., White Plains, N. Y., by the Creative Div. of James Gray, Inc., 216 E. 45th St., New York 17, N. Y. It traces the development of Blue Coral treatment for protecting car finishes through 25 years with well-designed artwork and photos.

♫

☐ CAPPER PUBLICATIONS, INC., Topeka, Kan., has come out with another excellent research project . . . fifth in a series of annual studies of subscribers to their *Household* magazine. Results of the latest one deal with *Our Home — and Its Equipment*. Makes a good analysis of the buying and readership trends in small city and town homes. Interesting to note that 52,800 subscribers said they will build or buy homes as their next major purchase. If you're interested in the complete study, write to Capper's Research Dept. at 912 Kansas Ave., Topeka, Kan.

♫

☐ ANOTHER SURVEY is titled "*A Study of Purchasing Power*" . . . published by *The Lion* magazine, 332 S. Michigan Ave., Chicago 4, Ill. It's a brief and factual market study of *The Lion's* half million subscribers compiled by Ware, Mitchell and Teweles of Chicago.

♫

☐ ACCRA-FEED is a new mechanical collator which compiles up to 50 identical sets of printed matter in one operation. Organizes each of 125 different pages in proper sequence . . . at the rate of 6,000 sheets per hour. Photo electric scanning automatically eliminates unprinted blanks and double sheets. Illustrated brochure showing various models and specifications can be obtained from Reproduction Products Co., 12790 Westwood Ave., Detroit 26, Mich.

♫

☐ DIRECT MAIL DOLLAR VOLUME for October, 1954 was $118,382,268 . . . just a slight increase of .826% over October, 1953. $1,086,029,350 was spent on direct mail during the first 10 months of 1954 . . . making an increase of 6.09% over the same period in 1953. The DMAA explained that the somewhat slim increase in the October figure is probably due to seasonal planning . . . with many large mailers holding off for the Christmas rush. November's figure should show a substantial jump upward in direct mail volume.

♫

☐ TUCH-RITE is a new home study course for learning touch typing. Consisted of a new patented simulated keyboard and instruction book kit. Tuch-Rite Methods, Inc., manufacturer of the



kit says theirs is the quickest way to learn touch typing. Outfit sells for $7.95. For information write to T-R at 37 S. 13th St., Philadelphia 7, Pa.

☐ SALESMEN WERE PROFILED on 5,000 sample fibrous casing bags mailed to meat packers by Transparent Package Co., 4906 Woodcrest Ave., Philadelphia 31, Pa. To illustrate clear printing reproduction on their new fibrous casing, Tee-Pak printed samples with picture of salesman and personalized message. Company reports that the mailing was enthusiastically received . . . many packers stuffed the casings with sausages, etc. and presented them to the salesmen when they made their next call.

♫

☐ R. L. POLK & CO. have transferred all Detroit production facilities for their Direct Mail Div. from four downtown buildings to one central plant. The new plant (pictured here) was formerly oc-



cupied by National Biscuit Co. With nearly 265,000 square feet of floor space, Polk has remodeled the inside to handle up to 2,000,000 mail advertisements a day. About 1,000, previously working in four different buildings, have moved to the new address at 899 W. Baltimore Ave., Detroit.

♫

☐ RCA SPOT SALES (recently changed from NBC) dramatized their low cost daytime TV station breaks with a unique folder headlined *Daytime TV On A Shoestring*. Wing fold cover showed life-size shoe split down the middle. Two sides were tied together with a shoestring. Inside, a pad of ten sheets stapled to cover listed TV station break costs and coverage for RCA's top ten stations.

♫

☐ ANOTHER "KNOCKOUT" is the first issue of Advertising Federation of America's monthly newsletter . . . sent to members from national headquarters at 330 W. 42nd St., New York 36, N.Y. Vol. 1, No. 1 was a six-page self-mailer . . . crammed with breezy, lively and timely AFA items. We'll be looking forward to the issues that follow.

♫

☐ THE REPORTER STAFF wishes all of you a Happy Holiday Season . . . an end of the year without too many headaches. Like you and you and you . . . we are up to our ears in plans for being more alive in fifty-five.

Allison Exclusives

TWO NEW STARS WITH THE INDUSTRY'S FASTEST GROWING LIST SPECIALISTS



PRICHARD McCALL
New Vice President of Allison

Previously 7½ years as sales executive with R. L. Polk & Co. of Detroit in National List Department. Merchandised lists and sales programs to business throughout the country.

Lieutenant Commander in United States Navy, World War II.
Pacific area — four years.

General Motors — project engineer and tool engineer.

TRACEY D. KETCHAM
New Account Executive with Allison

Previously 8 years with W. S. Ponton, Inc. of New York, as Sales Executive.

United States Navy — 5 years — Atlantic and Pacific areas.

Newell-Emmett Advertising Agency.



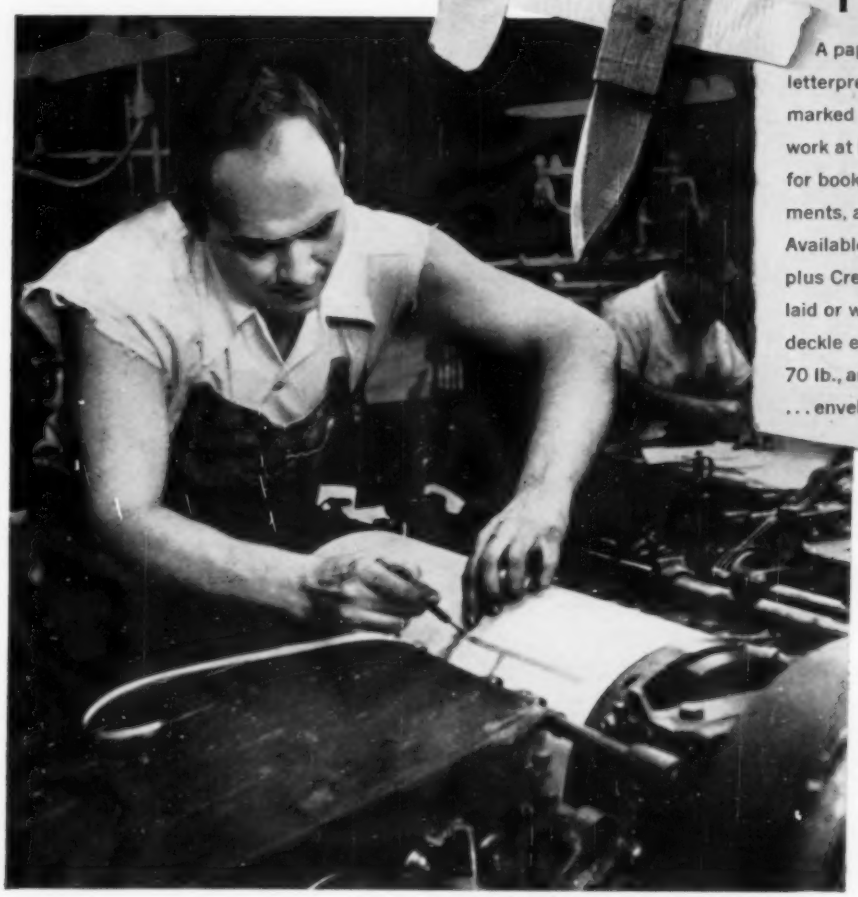


SEND FOR BROCHURE R12

ALLISON MAILING LISTS INC
400 MADISON AVE., NEW YORK 17, N. Y. MU 8-6500

A DIVISION OF ADVERTISING DISTRIBUTORS OF AMERICA

PAPER is the base of ~~the~~ *his* job



THE PRESSMAN is the "makeready" man... checks ink, paper... his job is to make a good impression.

TICONDEROGA TEXT

A paper that makes the best of fine letterpress and offset printing. Watermarked Ti-Text is the choice for quality work at low cost... the logical paper for booklets, programs, announcements, and similar literature. Available in seven wanted colors, plus Cream and Brite White... laid or wove finish, plain or deckle edges. Choice of 60 lb., 70 lb., and Cover weight ... envelopes to match.

International Paper COMPANY

FINE PAPER AND BLEACHED BOARD DIVISION

220 East 42nd Street, New York 17, N. Y.